

A. A. C. A. CONVENTION NUMBER

THE EDITOR AND PUBLISHER AND JOURNALIST

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OFFICERS OF THE ASSOCIATED ADVERTISING CLUBS OF AMERICA.

TORONTO THE MECCA OF THE AD MEN.

Delegates to the Convention of the Associated Advertising Clubs of America Speeding to Canadian City—Attendance Will Be Above 3,000—Some of the Program's Attractive Features—Pulpits to Be Filled Tomorrow by Association Members.

(Special Correspondence.)

TORONTO, June 17.—The stage is set for the great Associated Advertising Clubs of America Convention, which begins here on Monday and lasts up to and including Thursday. Everything is in readiness for the oncoming hosts of advertising men, who will begin to arrive in the city on Saturday. As is usually the case, the delegates from the most distant points will arrive here first. Special trains are already on the way to Toronto from New Orleans, from Dallas, Tex., from San Francisco, from Seattle and from the Middle West.

From figures furnished by the Transportation Committee it is evident that the attendance will exceed the three thousand mark. Arrangements have been made for the reception of the various delegations as they arrive. Committees will meet the trains at some distance from the city and on arriving here will escort the visitors to their hotels. Many of the public buildings are already decorated for Convention Week. There is a festive appearance about the town that is unusual. Unless all signs fail Toronto is going to have the most interesting and inspiring time in its history.

PACIFIC SPECIAL FROM LOS ANGELES.

Los Angeles delegates to the Pacific Coast Ad Convention held in Vancouver last week left that city on Saturday for Toronto on a Canadian Pacific special train. Twenty-five delegates from Los Angeles who did not go to Vancouver left in a special car on Monday via the Southern Pacific.

The South Carolina delegates left Charleston last Sunday morning on the Clyde line steamer Mohawk. On their arrival in New York they spent several days in sight seeing, and then took a Hudson River steamer for Albany, Niagara Falls and Toronto. There are thirty-one persons in the party.

The Dallas and other Texas delegates left home in a special train June 17. Stops will be made at several points, but the party will arrive tomorrow.

The New York delegation will arrive on a special train over the New York Central lines on Sunday morning. The Texas contingent will get in at 8:30 p. m.

AD MEN IN PULPITS.

All of the Protestant churches have invited advertising men to fill their pulpits on Sunday morning, when it is expected most of the delegations will have put in an appearance. The assignments are as follows:

Lay Sermons by advertising men will be preached in the following churches at the morning service:

Bloor Street Baptist Church, Bloor and North Streets. Speaker: Andrew N. Fox, of Chicago; advertising manager of the Benjamin Electric Company.

Bond Street Congregational Church, Bond and Gerrard Streets. Speaker: Charles Stehls, of New York; consulting sociologist. Broadway Tabernacle Methodist Church, College Street and Spadina Avenue. Speaker: Norman Hagwood, of New York; editor of Harper's Weekly.

Jarvis Street Baptist Church, Jarvis and Gerrard Streets. Speaker: Joseph H. Appel, of New York; director of publicity, John Wanamaker.

Metropolitan Methodist Church, Queen and Church Streets. Speaker: Herbert N. Casson, of New York; H. K. McCann Co. Old St. Andrew's Presbyterian Church, Jarvis and Carlton Streets. Speaker: W. B. Morris, of Minneapolis; advertising manager of the Northwestern Knitting Company.

St. Paul's Anglican Church. Speaker: Peter MacFarlane, of New York; special contributor to Collier's Weekly.

Sherbourne Street Methodist Church, Sherbourne and Carlton Streets. Speaker: Frank LeRoy Blanchard, of New York; editor of THE EDITOR AND PUBLISHER.

Parkdale Baptist Church, Queen Street, W. and Callendar Street. Speaker: Robert Adamson, of New York; fire commissioner. Metropolitan Church, Queen and Church streets, morning speaker, Herbert N. Casson, of the H. K. McCann Company; evening speaker, R. R. Hawkins, secretary of the Y. M. C. A. at Waco, Texas.

The First Unitarian Church, Charles B. Hamilton, advertising manager Berkey & Gay Furniture Company, of Grand Rapids, Mich.

St. Michael's Cathedral, 9 A. M., Rev. Father J. E. Copus, head of the School of Journalism at Marquette University, Milwaukee, Wis.

In the afternoon, a mass meeting will be held at Massey Hall in celebration of 100 years of peace between the United States and Canada. The principal addresses will be delivered by Dr. John A. Macdonald, managing editor of the Toronto Globe, and by Hon. W. S. Fielding, of Montreal. The music for the occasion will be furnished by the Mendelssohn Choir under the direction of Dr. A. S. Vogt and by the Forty-eighth Highlanders' military band.

MONDAY'S OPENING SESSION.

The first general session of the convention will be called at 10:30 a. m. Monday in the Transportation Building. William Woodhead of San Francisco, president of the Associated Advertising Clubs of America, will open the convention and messages will be read from the King of England and the President of the United States. The national hymns will be sung and there will be addresses of welcome from Sir John Gibson, the Governor of Ontario, representing the Governor General; from Sir James Whitney, the Premier of Ontario; from Mayor Hocken, from Mrs. A. M. Heustis, on behalf of the ladies of Canada in their greeting to the ladies of the convention, and by William C. Rook, president of the Toronto Ad Club. President Woodhead will respond to these greetings and will then deliver the annual address of the president.

At midday, delegates and visitors will gather in the plaza just outside of the Transportation Building, where the official group photograph of the convention will be taken. Every person attending the convention is asked to appear promptly in the plaza. Those who desire can secure luncheon at the restaurant in the Government Building. Members of the National Commission, chairmen of the departments and champions of standards of practice will take lunch on the second floor of the building at 12:30 p. m. The Highlanders' military band will play in the plaza during the midday intermission every day.

AWARDING OF TROPHIES.

The afternoon session will be one of the most interesting of any of the general sessions. Under the supervision of President Woodhead the trophies and prizes so eagerly contested for will be distributed. These include the famous Dallas Ladies' Trophy, the Boston Mileage Banner, the Baltimore Truth Trophy, the Printers Ink Cup, Advertising and Selling's \$1,000 prize for the best contribution on some phase of advertising and selling, and the reading of the prize essay. Then will come the committee reports, new business and the announcement of the members of the Nominating Board.

Early that evening the Exhibit of Advertising Methods and Material will be open to visitors and to the general public. In the Gas Building will be the store and window displays, where also will be found the British Exhibit.

Later, on Monday evening, the steamers Chippewa and Corona will take the visitors for a moonlight excursion. Supper will be served on board, and there will be a band and orchestra and a program of entertainment on each steamer.

On the morning of Tuesday, June 23, the Nominating Board will meet at 9:30 o'clock on the second floor of the Administration Building. At the same hour the departmental sessions will convene. The first business at these departmental sessions will be to organize and then to consider and adopt a "standard of practice." After the midday luncheon and band concert every department will

(Continued on page 1107.)



TWO OF PRESIDENT WOODHEAD'S CHIEF AIDES IN THE A. A. C. A.

MUNSEY ENDS TIMES.

DISCONTINUES PHILADELPHIA EVENING PAPER LAUNCHED SIX YEARS AGO.

Publisher in Statement Declares Enterprise Had Never Passed Out of Experimental Stage and No Prospects in Sight—Was Unsuccessfully Offered for Sale in 1911—One Hundred Employes Out of Work.

The Philadelphia Evening Times, Frank A. Munsey's newspaper in the Quaker City, ceased publication with Tuesday's issue. In his valedictory announcement Mr. Munsey declares that the Times had never passed out of the experimental stage and admits the failure of his enterprise in the Philadelphia field.

The statement follows:

"Every undertaking is an experiment until it crystallizes into success. The Evening Times has never passed out of the experimental stage, and there is no evidence in sight looking toward its doing so in the near future. If it were nearing the clearing, if success were within the sweep of a telescope, I would continue its publication and back it generously.

SEEMED A GOOD FIELD.

"On the surface, Philadelphia was the most alluring town in the world for an evening newspaper venture—a city of vast population, a city of homes, and with fewer evening newspapers than many cities of half or even one-third its size. It was this extraordinary condition that led me to bring out an evening newspaper in Philadelphia.

"Considered on the basis of population in Philadelphia, and the population of the newspaper circuit outside Philadelphia, and the few evening newspapers in the field, there wasn't another opening on earth in its class.

"But the Evening Times hasn't worked out, and that's all there is to it. It shares the fate of these other evening newspaper ventures in Philadelphia—the Evening Star, the Evening News and the Evening Item. There may be others.

NOT BORN TO SUCCEED.

"Not every experiment is born to succeed. The Evening Times is merely one of them that falls by the wayside and the world goes on merrily all the same.

"FRANK A. MUNSEY."

The Philadelphia Evening Times was launched by Mr. Munsey on July 17, 1908, and in November, 1911, he offered the paper for sale, but no deal was effected in the matter. The suspension of the Evening Times throws out of work about 100 employes of all departments of a newspaper. They knew nothing about the suspension until they came to work Tuesday. They were then told of the suspension.

Mr. Munsey still owns the New York Press, Baltimore News and Washington Times. He recently sold the Boston Journal.

TAKE OVER MOLINE (ILL.) MAIL.

Bondholders Publish Evening Paper and May Re-organize Company.

The officers and stockholders of the Moline (Ill.) Evening Mail have turned the paper over to the bondholders and the daily is being published by Roy Sears as representative of the bondholders. Charles Rosenfield, secretary-treasurer, and T. J. Van Duzer, secretary, have resigned.

Woodworth Clum, principal bondholder and president of the Mail Publishing Company, will continue as editor of the paper. During the next thirty days a decision will probably be arrived at in regard to the future of the Mail or some paper to take its place. The stockholders decided to turn the property over to the bondholders for that length of time.

The change is due to the fact that while the Mail has been doing as well as could be expected under the new management it was found that the money required for the proper development of the property was not now available and some other plan would have to be devised.

A BRIDGEPORT RUMOR.

Telegram and Post Plants May Be Consolidated Under One Management.

The Bridgeport (Conn.) Morning Telegram and the Evening Post of the same city are to be consolidated under one management, according to reports current in that city, but not yet officially confirmed by the managements.

It is said that the change will go into effect July 1 and that the move will mean the moving of the Telegram plant into the Post building, across the street, where the second floor will be occupied. Much of the Post's mechanical equipment will be used. It is reported that there will be no change in the Telegram's staff with the exception of the business end.

Both papers are leaders in southern New England and the reported deal is arousing much interest on account of the importance of the interests involved. Both were founded by George W. Hills. He sold out the Telegram a little more than a year ago. The Post was taken over by other interests years previously. Both papers are classed as independents.

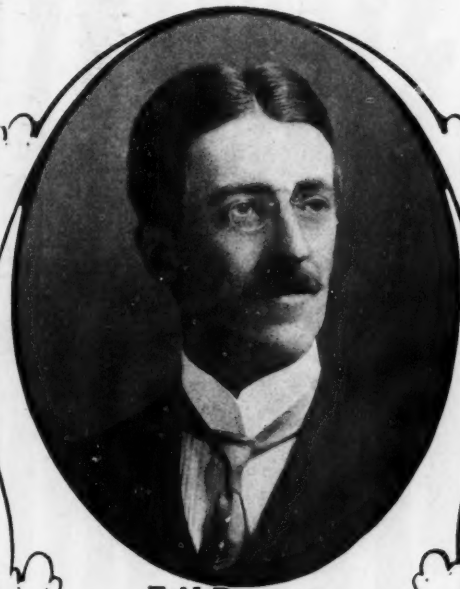
New Ashtabula Daily July 1.

A new daily newspaper will be launched in Ashtabula, O., July 1. It will be known as the Ashtabula Star, and will be controlled by Republican capital. J. J. Mundy, managing editor of the Ashtabula Beacon, only daily in the city, will be managing editor.

Toronto Hosts of Associated Ad Clubs of America



W.J. HEALEY
CHAIRMAN TRANSPORTATION AND ATTENDANCE
COMMITTEE



F.H. ROWE
CHAIRMAN CONVENTION COMMITTEE



E.C. PHIPPS
CHAIRMAN HOTEL COMMITTEE



H.G. HOCKEN
CHAIRMAN
DECORATIONS
COMMITTEE



W.G. ROOK
PRESIDENT



JOHN BLACKHALL
CHAIRMAN
LADIES
COMMITTEE



CHARLES A. MATSON
CHAIRMAN LUNCHEON COMMITTEE



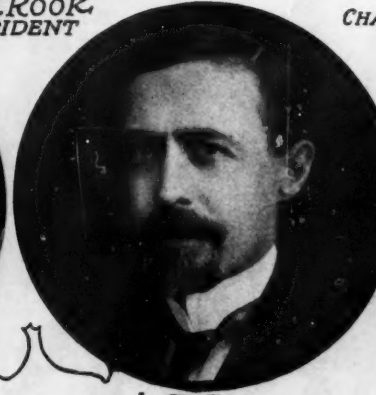
CHARLES HALL
CHAIRMAN CUSTOMS COMMITTEE



MURRAY ROSS
CHAIRMAN HALLS & GROUNDS COMMITTEE



ROBERT S. CORYELL
CHAIRMAN ENTERTAINMENT
COMMITTEE



L.D. RAY
CHAIRMAN FOREIGN DELEGATES COMMITTEE



D.O. MCKINNON
SECRETARY WAYS & MEANS COMMITTEE

CHICAGO HAPPENINGS.

Readers Vote Herald as Title of Merged Papers—Ad Association to Parade Before Starting for Toronto—Local Dramatists Dined—Touzalin Firm Takes Over National Advertising Agency—Personals.

(Special Correspondence.)

CHICAGO, June 17.—The Chicago Herald is the title that has been finally selected by a vote of the readers of the consolidated Record-Herald and Inter-Ocean. It is the first time in the history of journalism that the title of a newspaper has been bestowed by a referendum of the readers.

The Chicago Advertising Association has arranged to parade through the down town streets next Saturday when they start on their trip to the big convention at Toronto. It is expected that two hundred will be in line at 5:30 p. m. behind a squad of mounted police. The Advertising Novelty Manufacturers' Association, the Chicago Trade Press Association and the Agate Club are to join the Advertisers' Association on the trip in a special train over the Grand Trunk.

A luncheon was given at the Press Club last week Thursday for Chicago dramatists, including George Ade, Frederick and Mrs. Hatton, Wilbur D. Nesbit and others.

J. F. Hurst, for several years with Lord & Thomas, has left and joined Mallory, Mitchell & Faust.

The Charles H. Touzalin Advertising Agency has taken over the business of the National Advertising Agency. Paul E. Watson has become vice-president of the Touzalin agency.

The North Shore Review, the weekly edited by women published at Evanston, has experienced a severe shake-up owing to a disagreement among its editors, which compelled changes in the staff.

The Illinois Woman's Press Association gave a reception at the Anna Morgan studio Wednesday for several visiting newspaper women here for the Woman's Congress.

George R. Adams, for twenty-five years in the advertising business here, died Sunday, aged 58.

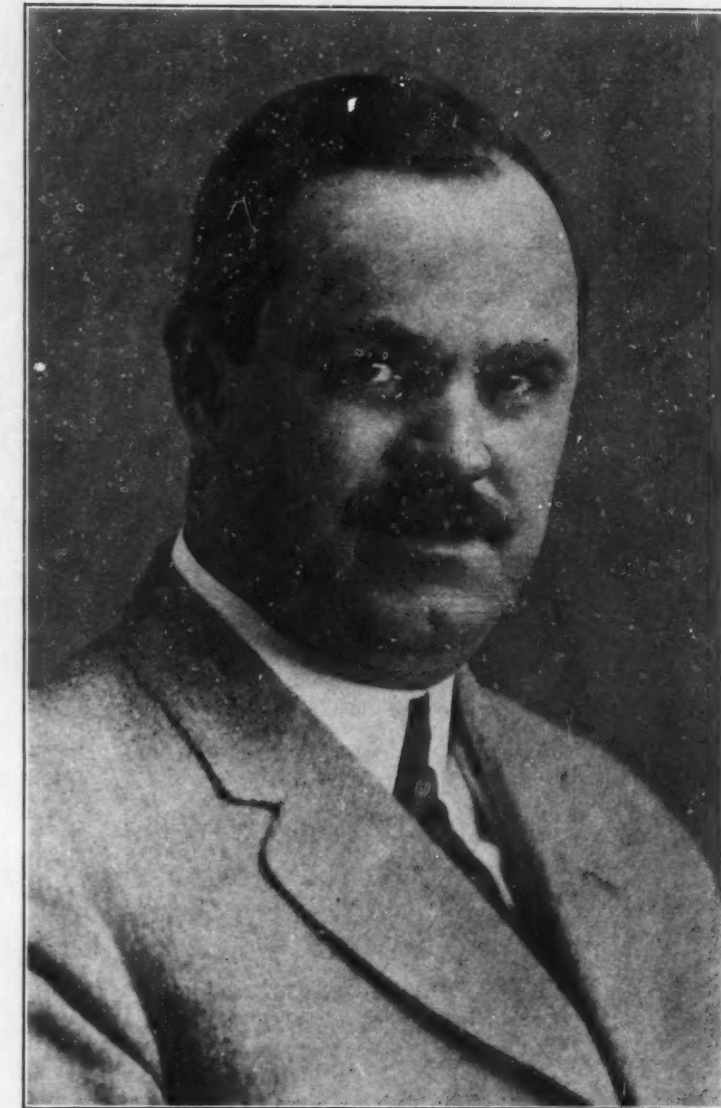
PENN. ASSOCIATED DAILIES.

List of Members and What the Organization Seeks to Accomplish.

Several State organizations of newspaper publishers, formed for the purpose of advancing the business interests of the members have been so successful that other States are following their lead. One of the oldest of these associations has been the Ohio Associated Dailies which has been so beneficial to its members that the latter would not think of giving it up under any circumstances.

The latest State to organize is Pennsylvania. The Pennsylvania Associated Dailies was established about a year ago with E. J. Stackpole, of the Harrisburg Telegraph, as president, and Walter Fosnot of the Lewistown Sentinel, as secretary. Its purpose is to bring the State newspapers into closer relationship with, and a better understanding of mutual interests in order that their energies may be exercised in building up their business instead of tearing it down.

Mr. Stackpole, who has been the moving genius in the organization, has proved his fitness for the position by bringing into the association many of the representative newspapermen of the State. The organization has no eastern or western representative, its main pur-



A. E. MACKINNON,
NEW PRESIDENT OF THE INTERNATIONAL CIRCULATION MANAGERS' ASSOCIATION.

pose at present being to protect the members against oppressive or discriminating legislation. It seeks no special favors and opposes nothing that is equitable and just, but demands its equal share of what is right.

Among the things the publishers hope to bring about through the association are these: The elimination of foreign advertising representatives, uniform schedule of advertising rates based on cost of production, to which all members must strictly adhere; legal publication rate for official notices, strict enforcement or repeal of the national law requiring publication of owner's names and circulation statements to secure postal department privileges, securing protection against irresponsible advertisers and agencies, and local agreements against unprofitable price cutting.

The list of members includes the following newspapers:

Easton Free Press, Carbondale Evening Leader, York Dispatch, Sharon Herald, Chester Times, Carlisle Evening Sentinel, Waynesboro Record, Beaver Daily Times, Philadelphia Jewish Morning Journal, New Castle News, Harrisburg Telegraph, York Gazette.

Pittsburgh Volksblatt and Freiheits Freund, Pittsburgh Dispatch, Pittsburgh Sun, Pittsburgh Gazette-Times, Pittsburgh Leader, Pittsburgh Chronicle-Telegraph, Pittsburgh Post, Pittsburgh Press, Pittsburgh Record, Pittsburgh Bulletin, Canonsburg Daily Notes, Pottsville Daily Republican, Sunbury Daily, Middletown Daily Journal, Washington Observer, Pottstown News,

Doylestown Daily Intelligencer, Greensburg Daily Tribune, McKeesport Daily News, Lewistown Sentinel, Lancaster Morning News, Chambersburg Franklin Repository, Mechanicsburg Daily Journal, Lancaster Intelligencer, Bradford Star and Record, Williamsport Sun, Williamsport Gazette and Bulletin, Punxsutawney Spirit, Lebanon Daily Times, Tyrone Bulletin

Greensburg Review, Monongahelia Republican, Connellsville Courier, New Castle Herald, Oil City Blizzard, Franklin News, Titusville Herald, Warren Mirror, Warren Times, Erie Times, Erie Dispatch, Corry Journal.

The Canandaigua (N. Y.) Daily Messenger suffered \$1,000 damage by fire last week.

CHANGES IN INTEREST.

GREENFIELD, O.—James A. Harp has purchased the Republican of this city.

CARO, MICH.—Robert Morrison, formerly publisher of the Crosswell (Mich.) Jeffersonian, has purchased a controlling interest in the Pioneer Times Printing Company, of Caro, Mich.

DURAND, WIS.—The Courier has changed hands, the new owners being Emil and Edward Bardill, of Alma.

CHILLICOTHE, TEX.—The Chillicothe Valley News was sold by E. S. Hendrick to D. M. Norwood last week. The new editor is well known in Texas, having edited the Seymour Banner, the Wichita Falls World and up to recently was editor of the Hamlin Herald.

CHAMPAIGN, ILL.—Harris Dante, editor of the Monticello Republican, has become owner and proprietor of the Homer Enterprise, succeeding Bergen F. Morgan. The paper for some time has been nominally independent, but it will hereafter be Republican.

Yoshiharu Naruse, an editor of the Jiji Shimpo, Tokio, one of the principal daily newspapers in Japan, is making a tour of the United States, studying newspaper methods. He was in New York this week.

Topeka Daily Capital
LEADS IN TOPEKA AND KANSAS

Average Net Daily Total Circulation	
In May, 1914	34,374
Net Average in Topeka	
In May, 1914	9,848

It guarantees advertisers a larger local circulation than any other Topeka newspaper, and a larger Kansas circulation than any other Kansas daily.

Only 7-day-a-week paper in Kansas

Arthur Capper
TOPEKA, KAN. Publisher

W. T. Laing, Flatiron Bldg., New York
J. C. Feeley, Mallers Bldg., Chicago

Paid Circulation is the circulation that pays advertisers

The Hartford Times
HARTFORD, CONN.

Has a paid circulation that exceeds the gross circulation of any other Connecticut daily by many thousands.

THE TIMES is a 3c. paper—and every seventh individual in Hartford buys it.

KELLY-SMITH CO., Representatives
New York, 220 Fifth Ave. Chicago, Lytton Bldg.

Deutsches Journal

The N. Y. German Journal is America's Greatest German Newspaper

INTERTYPE

SEND for a catalogue of our Quick Change Model B Two Magazine Intertype—the most efficient composing machine ever built.

International Typesetting Machine Co.
World Building, New York

“The Best All Around Advertising Medium In The United States”

DOW, JONES & CO.

PUBLISHERS

THE WALL STREET JOURNAL
FINANCIAL NEWS BULLETINS
ELECTRIC PAGE NEWS TICKER

44 BROAD ST., NEW YORK, N.Y.

May 5, 1914.

The Editor & Publisher,
World Building,
New York City.

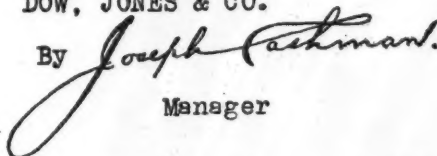
Gentlemen:

In response to your inquiry, from my limited knowledge, I consider the New York Morning World the best all around advertising medium in the United States.

Very truly yours,

DOW, JONES & CO.

By



Manager

JC-D

During the first five months of 1914 — January to May, inclusive,

THE NEW YORK WORLD

printed 4,849,626 agate lines of paid advertising.

740,239	lines	more than	The Herald
756,074	“	“	“ The Times
640,911	“	“	“ The Sun, Press and Tribune <i>combined</i>

According to the Statistical Bureau of The New York Evening Post.

PUBLISHERS TO BLAME.

Sam Leith Defends N. W. Ayer & Son in Attempting to Get Free Space—Says They Owe It to Their Clients to Get All They Can Out of the Sellers of Advertising Space.

Associated Farm Papers.
New York, June 15, 1914.

THE EDITOR AND PUBLISHER:
On your editorial page of June 6 issue, I read what you have written regarding N. W. Ayer & Son and their offer to a Southern publisher.

My experience leads me to believe that your criticism of this agency is entirely unjustified. Why blame an advertising agent for driving the best bargain he can in the interest of a client? Surely this is the one great service he is supposed to perform.

The agent is entrusted with funds. He would be unworthy of the trust if he failed to get every inch of space he could for the money. If you wanted to buy forty acres of land, would you expect your agent to pay the first price asked, or would you look to him to dicker for the best deal possible? The same principle applies whether your agent is buying acres of land or inches of space.

BLAMES PUBLISHER.

Believe me, I know whereof I speak when I say the blame lies entirely with the publisher and the advertising solicitor. If you could occupy the chair of some space buyers for just one week and hear some of the propositions made by publishers and solicitors in their anxiety to keep an order away from a competitor, you would hardly blame the advertising agent for making any kind of a proposition.

When it comes to judging the value of space for their clients the agent should, by virtue of experience, know infinitely more about the value of said space than does the average publisher. It is the business of N. W. Ayer & Son to know when rate cards are figured too high and to offer what in their judgment the space is worth; hence, they or any other agency are perfectly justified in making any offer they think equitable.

The weak-kneed publisher who accepts these so-called ruinous propositions is the man you should get after,

because he is one of two things—either lacking in self-appreciation or crooked, in as much as he puts a fictitious rate on advertising space which is a commercial commodity, and then takes any old price, according to the ignorance or skill of the buyer.

BARTERING ON RATE CARD.

When rates are honestly based on actual circulation and real service to the advertiser, there will be no cutting or rebating and as a consequence agents will find it useless to send out such propositions as you complain about.

Let the rate card be a rate card and not, as it now is in many cases, merely a starting point from which to dicker.

The stopping of this shopping, dickering and bartering in the buying of advertising space rests entirely with the sellers and not the buyers, therefore, I say, "Focus your editorial searchlight on the publisher and solicitor." Show them how weak, cowardly and unbusinesslike it is to have a rate card and not abide by it with everyone and in every particular. If you can do this you will accomplish something.

In closing let me assure you that when it comes to cut-rate offers, N. W. Ayer & Son are perfect angels as compared with some other agents, hence, it seems to me but fair that you criticize the system and not the individual.
S. E. LEITH.

Asbury Park Times in Trouble.

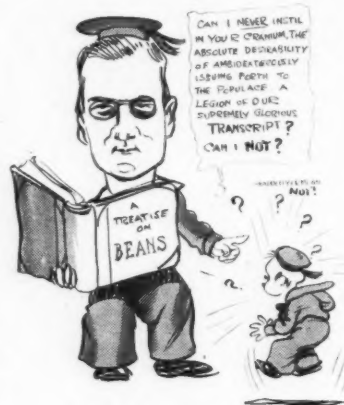
The directors of the Asbury Park (N. J.) Times have decided to discontinue the publication of the daily edition and substitute for it a weekly, as they have found it impossible to longer finance the former. It is their opinion that the weekly will be continued only for a short time. According to a financial statement issued to the stockholders the liabilities of the publishing company are \$54,748 and the assets \$53,000. A meeting of the creditors was held at the office of B. B. Smith, the secretary, in the Sea Coast National Bank Building, Asbury Park, on Wednesday, June 17, at which a proposition to turn the property over to a trustee or trustees to be appointed by the creditors was discussed.

The Waco (Tex.) Semi-Weekly Tribune is erecting a new building to house its plant.

I. M. C. A.'S OLD SEA DOGS.



REYNOLDS SPEARING BIG FISH.



HAMMOND DISCOURSETH.



ARGUE—WHAT'S IN A NAME?



DECKER TRYING TO RAISE A BREEZE.

From first page of The Evening Star, Washington, D. C., June 13, 1914.

Further Economy

Right on top of Thursday the Washington merchants came back again yesterday and used more space in The Star than in the other 3 papers combined. They find it most economical to cover the whole of Washington through The Star at one advertising cost.

Friday's Advertising Local Display

The Evening Star	22,667
2nd Newspaper	12,244
3rd Newspaper	5,298
4th Newspaper	3,621
Total	43,830

Thursday's Figures Local Display

The Evening Star	21,500
2nd Newspaper	7,104
3rd Newspaper	4,325
4th Newspaper	3,610
Total	36,539

Circulation and advertising go hand in hand.



For nearly one hundred and thirteen years the chief evening newspaper in America has been The New York Evening Post.

Its superiority is due to its efficient news service, which comprises special correspondence from all over the world; its fearless editorial independence, and its many special departments, but above all the absolute cleanliness of its news and advertisement columns.

It is the organ of no "interest" or party. All occurrences are treated broadly, fearlessly, and intelligently. An admirable medium for quality advertising of all kinds.

The Globe
AND COMMERCIAL ADVERTISER

reaches more of the better class people in Greater New York than any other Evening paper.

Net paid circulation for year ending May 31, 1914

151,560

Net paid circulation for May, 1914

180,117

The Jewish Morning Journal
NEW YORK CITY

(The Only Jewish Morning Paper)

The sworn net paid average daily circulation of The Jewish Morning Journal for 99,427 four months ending April 30, 1914.

The Jewish Morning Journal enjoys the distinction of having the largest circulation of any Jewish paper among the Americanized Jews, which means among the best purchasing element of the Jewish people.

The Jewish Morning Journal prints more HELP WANTED ADS.

than any paper in the city, excepting the New York World.

I. S. WALLIS & SON, West'n Representatives
1246 First National Bank Bldg., Chicago

IN WESTERN PENNSYLVANIA

You will make no mistake by using

The Johnstown Leader

The only newspaper between Philadelphia and Pittsburg printing an eight-page two color Saturday Feature Magazine Section.

S. G. LINDENSTEIN, INC.
Special Representative

118 East 28th Street New York City

The offices of the Clover Leaf Papers at 366 Fifth avenue, New York, have recently been remodeled, refurbished and redecored, and now rank among the handsomest in the metropolitan city.

BUILD YOUR CLASSIFIED MEDIUM RIGHT

Increased volume, improved service to readers and advertisers, efficient constructive sales organizations, and additional increased revenue, are the results of our methods for several of the largest classified mediums in the United States.

THE BASIL L. SMITH SYSTEM

will build for you a perfect and profitable classified medium.

Cost of our service entirely dependent on increased business.

Philadelphia Address, **BASIL L. SMITH, Haverford, Pa.**

EXTRA! 400 CIRCULATORS AT SEA!! EXTRA!!

It's a fact—they sailed today. While they are away

THE DUHAN DISTRIBUTORS ARE ACTIVE

This is the distribution organization that has been sticking close to business in New York since 1892. During these 22 years we were not asleep when Opportunity knocked. Instead, year by year as the city "grew" we extended our operations, and today we make deliveries throughout the city and are backing up our distribution with a canvassing and inspection force. Now we are supplying several thousand copies of newspapers a day to the dealers in New York.

Now we can say that we have handled many millions of copies of daily newspapers and have upheld our end in any agreement we have made with newspaper circulators.

During these 22 years we have learned that it pays to furnish circulators the highest degree of efficiency in distribution and sales certain.

Tell us your distribution difficulties in New York and we will help you out. Write us today.

DUHAN BROTHERS

The organization that has made good since 1892.

Telephone: 3584 Beekman

TRIBUNE BUILDING, NEW YORK.

Seven strong newspapers-- each wields a force in its community that honest advertisers can employ to advantage.

THE CHICAGO EVENING POST
(Evening Daily)

INDIANAPOLIS STAR
(Morning Daily and Sunday)
TERRE HAUTE STAR
(Morning Daily and Sunday)
MUNCIE STAR
(Morning Daily and Sunday)

THE ROCKY MOUNTAIN NEWS
(Morning Daily and Sunday)

THE DENVER TIMES
(Evening Daily)

THE LOUISVILLE HERALD
(Morning Daily and Sunday)

The Shaffer Group

The Seattle Times

"THE BEST THAT MONEY CAN BUY"

Circulation for May, 1914--

Daily, 70,400 Sunday, 90,350
47,000--In Seattle--50,000

Largest circulation of any daily or Sunday paper on the North Pacific Coast.

During May, 1914, The Times gained 9,000 inches, leading nearest paper by 26,000 inches--Total space 73,000 inches. The foreign advertising gained 1,200 inches over May, 1913.

LARGEST QUANTITY--
BEST QUALITY CIRCULATION

Buy the best and you will be content

The S. G. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives
NEW YORK CHICAGO ST. LOUIS

Chicago Examiner

DAILY--Has the largest Chicago City circulation in the morning field. Strongest market reports. Best sporting pages. Woman's Forum. Club Notes. Society News.

SUNDAY--Has the largest circulation west of New York City. Reaches 2 out of every 3 homes in Chicago and 4,100 smaller cities and towns of Middle West. Leads in special features.

M. D. HUNTON
220 Fifth Ave.,
New York

E. C. BODE
Hearst Bldg.,
Chicago

The Florida Metropolis
FLORIDA'S GREATEST NEWSPAPER
JACKSONVILLE, FLA.

GUARANTEES TO ALL ADVERTISERS MORE DAILY, NET PAID, HOME DELIVERED CIRCULATION IN JACKSONVILLE AND WITHIN A RADIUS OF 100 MILES IN FLORIDA THAN ANY OTHER NEWSPAPER.

FOREIGN REPRESENTATIVES
KELLY-SMITH COMPANY
New York, 220 Fifth Ave.
Chicago, Lytton Building.

YOU MUST USE THE
LOS ANGELES EXAMINER
to cover the GREAT SOUTHWEST
Sunday Circulation
MORE THAN - - 150,000

TORONTO, THE MECCA.

(Continued from page 1102.)

get down to business with addresses and discussions. In every department will be an up-to-date advertising exhibit arranged by specialists.

WHERE THE DIVISIONS MEET.

The advertising agents will meet in the Horticultural Building to hear addresses and discussion bearing on the fundamentals of their work. Agricultural publications will be at home in the Dairy Building. A display will illustrate the vast field covered. Direct advertising will be under discussion in the Horticultural Building by big men in the mail advertising and in the manufacturing business. Directorates will be quartered in the Applied Arts Building and here the uses of the city directories in the advertising business will be thoroughly covered. The engraving department is also at home in the Applied Arts Building. General advertisers will be found in the Transportation Building. House organs will be under discussion in the Horticultural Building. Magazines are in the Horticultural Building. Newspapers will be found in the same building. Out-door advertising is quartered in the Horticultural Building. Painted displays and posters will be illuminated at night. Printing is in the Dairy Building. The religious press will be discussed in the Applied Arts Building. In the Transportation Building is retail advertising where most interesting papers will be read. Specialty advertising discussion takes place in the Dairy Building, and the trade and technical publications will be found in the Administration Building. Unique displays will feature this department.

REGATTA AND WATER SPORTS.

From 5:30 to 7 p. m. on Tuesday evening there will be a regatta and water sports, consisting of yacht races, single, tandem and fours canoe races; war canoe races, motor boat races and an exhibition by the world's champion trick canoeist, Bruce Ridpath.

There will be a general session at 8 p. m. in the Transportation Building with President Woodhead in the chair. Important addresses will be heard, for example, "The Average Woman Consumer--the Jury to Whom Is Directed Two-thirds of the Work of the Advertising Man." At 10:15 p. m. an educational conference will be held in the Transportation Building.

The departments will be hard at work in their various quarters all of Wednesday morning with addresses and discussions in their respective fields. In the afternoon, from 1:30 to 5 p. m., there will be a general session at which the Nomination Board will make its report, the Vigilance Committee work will be reported and discussed and educational topics will be covered.

The night of Wednesday, June 24, will be the period of the most pretentious and enjoyable entertainment. In front of the grandstand at 7:30 p. m. Military Tattoo will be held. Tattoo, as you doubtless know, is the name given to that period in a military camp which occurs between dismissal duty and Taps. The soldiers will amuse the visitors with boxing contests, burlesques, combats at arms, fancy drills, songs, dances, fireworks and torch light dances. The fun will occupy two hours and a half.

MOVING PICTURE LECTURES.

The morning of the final day, Thursday, will begin with motion pictures and motion picture lectures in the Black Tent. The subject, generally, will be the value and uses of motion pictures in the advertising business.

The final departmental sessions (where the real work of the convention is done, just as the real work of Congress is done by the specialists in legislation in the committee rooms) will be held on Thursday morning. The final general session will open at 2 p. m. in the Transportation Building with President Woodhead in the chair. The report and recommendations of the National Commission, of the National Committee on Publicity, and of National Committee on Exhibits will be presented. There will be addresses from foreign dele-

gates on behalf of their respective nations. The Executive Committee will announce the name of the next convention city (which is no secret because all of us know that we are going to San Francisco in 1915) officers will be elected, pledges of fealty to the new administration will be given and the convention of 1914, after the benediction, will have passed into history. The last official meeting will be the session at 5 p. m. of the newly elected National Commission.

If you want to be a "good delegate" heed the advice of the experienced committee heads as to what a good delegate should do:

BE A GOOD DELEGATE!

"He will arrive at Toronto promptly on convention date, having advised the Toronto Ad Club's Committee on Transportation and Attendance of the hour of his arrival. He will be promptly in his seat at the time each session is called and he will remain there until adjournment. He will attend meetings faithfully and not let his attention be diverted while sessions are in progress. He will make written notes of each idea which will help him or his local club in its future work and will report them in writing to his home organization. He will come with an open mind, inspired to make good use of the advanced ideas which will be presented by the speakers. He will assist in making this convention the most helpful meeting of advertising men the world has ever seen."

Outside of that, you can do as you please. So far as Toronto is concerned you can go as far as you like. Thinking back over this story and bunched its points, does the prospect attract you? As the lawyers say, answer yes or no. Very well, I shall answer for you:
YES. GUY SULLERING.

DEGREE OF M. A. FOR SEAVEY.

Manager of Sun News Service to Be Honored by His Alma Mater.

The badge of real 'arnin' may be a good thing for the management of a news association. At any rate, James Arthur Seavey, the manager of the Sun News Service, has got to have it and say he likes it. On June 22, Commencement Day at Hamilton College, Mr. Seavey's Alma Mater, he will receive the degree of Master of Arts and march with the caps and gowns in the commencement procession.

The Sun News Service's manager was graduated from Hamilton with the class of 1890 and kicked up something of a rumpus in his undergraduate days as a writer, speaker and athlete. Four years out of college, two of which were spent in the study of law, Mr. Seavey joined the freshman class of 1894 on the Sun. As reporter, occasional writer of editorials and as manager of what is best known as the Laffan Bureau, now called the Sun News Service, he has been on the Sun ever since. A reasonable part of the four years before he got on the paper, he spent in trying to get on. He was always received most cordially when he went around after a job by "Boss" Chester S. Lord and as cordially told that "there isn't a sign of a vacancy now, but I'll take your address and if anything should turn up, I'll let you know."

It was not long before the "cub" became one of the Sun's most competent reporters and did some big work. He hadn't yet made "space," which, on the Sun, means a reporter is still in the "cub" class, when he scored several clean beats. As a reporter, perhaps Mr. Seavey's most serious work was along financial lines. He wrote most of the Sun's stories of the formation of some of the country's biggest corporations, the United States Steel Corporation, the International Paper Company, the Northern Pacific corner, the American Tobacco Company and the collapse of the Third Avenue Railroad.

And so it has happened that the "cub" reporter became a real newspaper man and the successful manager of a news agency and now he must, in addition, struggle along under the fearful burden of an academician and a Master of Arts.

R. J. BIDWELL CO.

Pacific Coast Representative of

Los Angeles Times
Portland Oregonian
Seattle Post-Intelligencer
Spokane Spokesman-Review
The Editor & Publisher (N. V.)
Portland Telegram
Chicago Tribune
St. Louis Globe-Democrat
Kansas City Star
Omaha Bee
Denver News
Salt Lake Herald-Republican

742 Market Street
SAN FRANCISCO

The Omaha Daily News

"Nebraska's First Newspaper"

WAS

74,842

Two Contemporaries
No Competitors
Distinctly First
In Quantity and Quality Circulation

C. D. BERTOLET, Boyce Bldg., Chicago
New York Representative
A. K. Hammond 366 Fifth Avenue

THE HERALD

HAS THE
LARGEST MORNING CIRCULATION

IN

WASHINGTON

C. T. BRAINARD, President.

Representatives:
J. C. WILBERDING, A. R. KEATOR,
Brunswick Bldg., 601 Hartford Bldg.,
NEW YORK. CHICAGO.

THE Detroit Saturday Night

guarantees the reliability of every advertisement appearing in its columns.

Whiskey, Beer, Cigarette and Patent Medicine advertising is tabooed.

The publishers reserve the right to reject any advertising which in their opinion is undesirable or does not conform to the general policy of the paper.

Foreign Advertising Representatives
GEO. H. ALCORN F. STANLEY KELLEY
Tribune Bldg. Peoples Gas Bldg.
New York City Chicago, Ill.

THE NEW HAVEN Times-Leader

is the leading one-cent daily newspaper of Connecticut and the only one-cent paper in the State which has the full Associated Press leased wire service.

The S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives
New York Chicago St. Louis

CIRCULATION MEN IN CONVENTION.

I. C. M. A. Holds Its Annual Session on the "Noronic" During Trip to Duluth—Many Valuable Papers Read—Resolutions Adopted Pledging Association to Aid in Enforcement of Bourne Law—A. E. MacKinnon Elected President.

(Editorial Correspondence by Wireless.)

STEAMER NORONIC, ON THE LAKES, June 18.—The annual convention of the International Circulation Managers' Association held this week on board the *Noronic* was the most successful in the history of the organization.

A. E. MacKinnon was elected president by acclamation; J. N. Chevrier, Montreal Le Devoir, first vice-president; J. M. Schmid, Indianapolis News, second vice-president; J. R. Taylor, Grand Rapids Evening Press, secretary-treasurer; directors: L. L. Ricketts, Des Moines Capitol; Harold Hough, Fort Worth Star-Telegram; J. H. Miller, Pittsburgh Gazette; W. L. Argue, Toronto Star; D. B. G. Rose, Louisville; I. U. Sears, Davenport Times; J. A. Mathews, Daily Oklahoman, Oklahoma; M. Levy, Cincinnati Post; A. G. Lincoln, St. Louis Post-Despatch. The association voted for a water trip for 1915 on Georgian Bay and in the Lake-of-Bays country, and left the arrangements with the president and committee to be appointed by him. The following resolution was unanimously adopted:

Whereas, The Bourne Publicity Law having been declared constitutional by the Supreme Court of the United States, and

Whereas, The American Newspaper Publishers' Association at the annual meeting held in New York in April unanimously declared for the rigorous enforcement of this law in all its provisions, and

Whereas, The International Circulation Managers' Association in the sixteenth annual convention assembled on board the *Noronic*, en route Duluth to Sarnia, believes that the best interests of the publishing business should be subserved by rendering whatever assistance is possible towards the enforcement of the law now therefore, be it

Resolved, That we, as members of I. C. M. A., owe a duty to this association, our publishers, and ourselves, to expose any and all violations of the letter and spirit of this law as they shall come under our observation; and that the secretary be, and he hereby is instructed to send a copy of this resolution to the Postmaster General of the United States.

Retiring President Sidney Long and Mr. MacKinnon were presented with loving cups, and J. R. Taylor, for years secretary and treasurer was voted a present of \$100.

At the banquet on Thursday night the members were guests of the *Noronic* management. Several important changes were made in the by-laws.

(Editorial Correspondence.)

STEAMER NORONIC, ON THE LAKES, June 17.—One hundred and ten members of the International Circulation Managers' Association proved to their own satisfaction, at least, during the past week that it is possible to combine business with pleasure in holding a convention on a passenger boat while making a regular trip and carrying passengers who are in no way concerned with association affairs.

All of the sessions of the sixteenth annual convention held this week were well attended, and the older members, as well as the newer members, took an active part in the discussions of the papers read. Brotherhood seemed to be the keynote. This was struck by Sidney Long, the president of the association, who, during the religious services on Sunday, read the 23d Psalm, the Beatitudes and the 13th Chapter of Corinthians and offered prayer.

The convention of this continent-wide organization which is composed of the circulation managers of daily newspapers from such widely-separated points as New York, Portland, Me., Jacksonville, Fla., New Orleans, La., Sacramento, Cal., Spokane, Wash., and Regina, Sask., Can., was called to order on Monday by the president in the grand saloon of the new palatial steamer *Noronic* as it steamed for Port Arthur, Ont., on the bosom of Lake Superior, the "Queen of the Inland Seas."

H. B. Smith, Owen Sound, Ont., president of the Northern Navigation Company, extended a hearty and cor-

dial welcome and assured the association that both himself and the general manager, H. H. Gildersleeve, of Sarnia, would do everything possible to make the voyage pleasant and enjoyable.

D. B. G. Rose, of the Louisville Post and Masonic Home Journal, the past-president, responded on behalf of the association in a happy vein, regretting that a day and a half had already gone, and wishing that he might in some way be permitted to enjoy such hospitality for a whole month. He was interrupted by one of the members, who shouted, "I don't care if I never go home."

A. E. MacKinnon, of the New York World, chairman of the entertainment and transportation committees, who suggested this trip two years ago at the Baltimore meeting, and who had some difficulty last year at Cincinnati in convincing the members that it was possible to carry out such a programme, was called upon, and said:

"I have lived to see my dream come true. Some of you boys thought two years ago when I said it was possible to sit in this room and listen to serious papers on circulation subjects, and at the same time take in the beautiful scenery, that I was having a 'dream'; but the compliments I have received since we left the dock in Sarnia have convinced me that you are all enjoying yourselves and having a good time. The close attention you have given Mr. Smith leads me to believe that you are intensely in earnest and paying just as close attention as at any of our previous conventions."

BEST YEAR IN ITS HISTORY.

J. W. Brown, of THE EDITOR AND PUBLISHER, New York, and J. A. Savadel, of the Fourth Estate, made a few remarks, after which J. R. Taylor, business manager of the Grand Rapids (Mich.) Press, the secretary and treasurer of the association, read his report. He said that the association has enjoyed the best year in its history. Eighty-one new members were added to the roll. After eliminating the members who, for one reason or another had resigned and had been suspended, the net membership was three hundred and sixty-two. The year began with \$2,037 in the treasury. During the year the cash receipts were \$740, and the expenditures were as follows:

The Bulletin, \$494.24; emblems, \$52.70; official proceedings, \$272.50; expenses in connection with the Cincinnati convention, \$556.14; this year's convention expenses, \$52, and some other minor incidental expenses, leaving a cash balance on hand at date of \$1,356.

Wm. Elder, of Toronto, reporting for the auditing committee, stated that the treasurer's report had been checked up and was in every particular entirely satisfactory.

81 NEW MEMBERS.

I. U. Sears, of the Davenport (Ia.) Times, chairman of the membership committee, stated that 81 new members had been received during the year in comparison with 59 last year, and a best previous year's record of 63. The expense entailed \$25.40, which had been cheerfully donated to the association by his publisher.

W. J. Darby, of the Toronto Mail and Empire, who is in charge of the membership campaign in Canada, stated that 10 or 11 new members had been received from Canadian papers, and that he would willingly donate the expense of the canvass to the association.

Mrs. Victor Murdock, the owner of the Wichita (Kan.) Eagle, mother of Victor Murdock, the distinguished Representative of Kansas in the National Congress, felicitated the members upon the distinct religious note sounded at the Sunday services. She emphasized the necessity of carrying religion into everyday pursuits and to have the "Spir-

it dwell with us by making the word 'flesh'."

TUESDAY MORNING SESSION.

Ninety-two members were present when the convention was called to order on Tuesday morning. There were a number of delinquent members suspended for non-payment of dues, and a number of resignations accepted with regret.

J. A. Mathews, of the Oklahoma City (Okla.) Oklahoman, read a paper on the subject, "Best Method of Collecting from Delinquent Subscribers Whose Subscriptions by Mail Had Been Stopped." [Excerpts from Mr. Mathews' paper will be found elsewhere in this issue.—Ed.]

W. J. Darby, in discussing Mr. Mathews' paper, said: "I have a card index which shows the history of each subscriber. I write local agents a form letter advising him that Mr. So and So's subscription has expired. He goes around and calls on the subscribers. We don't lose 5 per cent. of our maturing subscriptions. We have a great number on our list that we draw on regularly. Not more than 20 per cent. of the drafts are returned."

Mr. Wenige, of the Spokesmen Review, said: "Sometime ago we formed a collection agency of our own. We got up a series of five letters, all of them in good humor. We succeeded in collecting about 16 per cent. of the accounts we went after and renewed about 10 per cent. We never even threatened suit. We endeavored to secure the good will of the people we got after."

USE OF COIN CARD.

Mr. Weaver, Salt Lake City, said: "The best way to collect delinquent subscriptions is not to have any. We use the coin card. The bill they put aside but the coin card brings the money. When I took hold of our present subscription list, I found subscriptions in arrears all the way from one to five years. Now we have our list in pretty good shape."

E. E. Scott, of Montgomery, Ala., advertiser, in speaking on the subject, said: "We use the traveling man, the circular letter and the premium to get in our renewals; we have to cut off a great many after they have got into us for a year or more."

J. R. Taylor, business manager Grand Rapids Press, said: "Some of our traveling men, who have been with us for a great many years, the fellows whom we can rely upon, are permitted to accept notes from our delinquent subscribers. When they call upon a farmer and he says, 'I'd like very much to renew but I haven't got the money,' they simply say, 'All right, give me a note for \$3 for 30 days.' We have found that 90 per cent. of that class of business pays up promptly. If they don't pay on receipt of the second notice we cut 'em off. We permit only our substantial subscribers to do this."

Mr. Starkweather, of Grank Forks, N. D., said: "Our country is a wheat country, and we have been very successful with the note plan. Our cards show whether our subscriber is a farmer or a wage earner. We send out a notice ten days before the date of expiration, and ten days after. When I took over our present subscription list I found one subscriber in arrears ten years."

AS TO USING NOTES.

J. H. Scales, of the Louisville Herald, said: "When I took charge of the circulation of the Herald I found that the office was holding a great many notes. Three letters were sent out, but we did not cash in 30 per cent. of the \$1,500 in notes. We have, therefore, discontinued the use of the note. We send out a letter ten days before, another at the date of expiration, and another fifteen days after expiration. On the last letter we generally tack on a premium offer, and if we do not get a response we discontinue the subscription."

Mr. Payne, of the Indianapolis Star, said: "We send out a notice fifteen days before expiration, one ten days before, and the other on the date of expiration. If a renewal is not immediately received the subscription is discontinued. We accept notes from responsible persons, but only allow our solicitors, who are paid on a commission basis, one-half of their commission when turning in such notes. If a man takes a note he must collect at least a dollar on it; otherwise he gets only half of his commission. If the subscriber pays a dollar he is given a premium, but if he does not he must wait for his premium until such time as the subscription is paid for."

The secretary and treasurer, J. R. Taylor, requested all those who make a lower rate on R. F. D. routes than they do on straight mail subscriptions

(Continued on page 1109.)

TABLET TO BRAVE REPORTER.

N. Y. World Commemorates Heroism of Gregory T. Humes, Killed in Stamford Wreck.

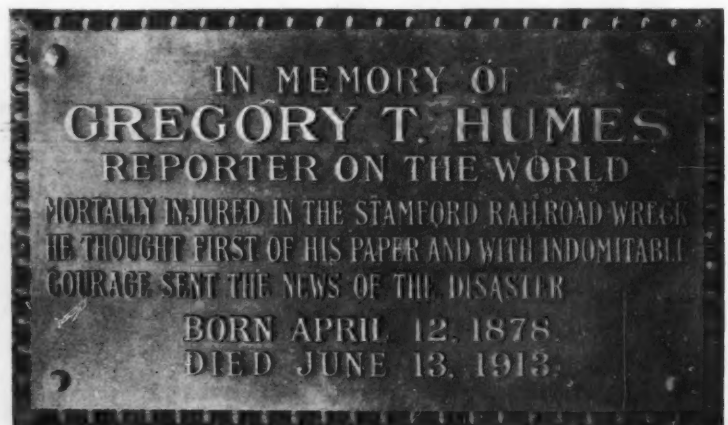
A bronze tablet, commemorating the heroism of Gregory T. Humes, the reporter for the New York World, who was fatally hurt in the Stamford railroad wreck June 12, 1913, saw to it that his paper "got the story," was placed in the city room of the World yesterday.

The tablet was erected through subscriptions of the young man's associates on the staff, and executed by the Gorham Company.

It is fixed in such a position that each World reporter starting out upon his daily assignment will see it and be reminded of Mr. Humes's loyalty and bravery.

The young reporter was returning on the day of the wreck from a visit to his parents' country home at Pine Orchard, Conn. He was in a parlor car at the rear of the first section of the Boston-New York express. They stopped at Stamford to take on an electric locomotive. The second section of the train, running at high speed, crashed into the first, tore the antiquated wooden Pullman to pieces and fatally injured six persons.

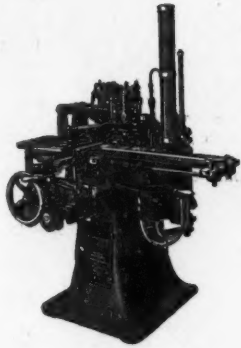
Mr. Humes, with his hips crushed and suffering from internal injuries, said as he was being carried to the hospital: "Call up the New York World and tell them there is a wreck here—a big story. Tell them I'm sorry I won't be able to work on it. I'm all smashed up. Call my mother, too." He died in the Stamford Hospital the next morning.



LA PATRIE, MONTREAL

Has Installed

SIX MONOTYPES



The only composing machine and type caster.

Three for news work and three for job department have been installed in the composing room of this prominent French daily.

Handling all of the work quickly and economically is important in a news as well as a job composing room.

The Monotype not only composes all of the type on news and ads in a newspaper plant but casts type for the cases.

Along with economy of production the newspaper using Monotypes obtains without cost an unequalled typographic standard in its paper.

LANSTON MONOTYPE MACHINE COMPANY

PHILADELPHIA

NEW YORK
World Building

BOSTON
Wentworth Building

TORONTO
Lumsden Building

CHICAGO
Rand-McNally Building

Cuba, the West Indies and Mexico, A. T. L. NUSSA, Teniente Rey No. 55, Havana

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I. C. M. A. CONVENTION

(Continued from page 1108.)

to stand. Thirty-one responded. He then asked all those who do not make a special rate on rural routes to stand, and 39 stood up.

Mr. Elliott, of the Florida Times-Union, said: "We do not carry a subscriber a single day beyond a period of time paid for. If the renewal is not received by the date of expiration, the subscriber is cut off. We find it easier to secure renewals now than when we gave credit."

PAPER BY J. M. SCHMID.

John M. Schmid, circulation manager of the Indianapolis News, read an able paper on the subject, "Is It a Good Plan for a Metropolitan Daily to Combine with a Local Newspaper in the Smaller Cities and Towns?" [Mr. Schmid's paper will be published later.—Ed.]

Mr. Schmid, in response to a question by Mr. Weaver, said: "We pool only with afternoon six days a week newspapers and our contract provides that we shall have absolute control of circulation and distribution."

J. W. Farley, of Philadelphia, asked this question: "How many of these arrangements have you?"

Mr. Schmid: "Eighteen. The News sells at ten cents. The local paper generally sells at ten cents. We club them both at 15 cents a week. We put out the local at ten cents a week if the subscriber wants it, or the Indianapolis News, without the local, at ten cents a week. We establish our own system. We usually send a man from Indianapolis."

Ray Hatton, circulation manager of the Detroit Free Press, read a paper, prepared by R. J. Corrigan, circulation manager of the St. Louis Times on the subject, "What to Do in Order to Eliminate the Use of Premiums for the Promotion of Circulation."

J. R. Taylor: "We have a little scheme that proves very successful.

Whenever our competitors start putting out dishes or irons or other premiums we go out into the market and buy up a job lot of the premium they are using and then we use a half page advertisement in the issue distributed in the sections they are working, urging the subscriber not to buy from unprincipled solicitors and cutting the price of the premium in half."

PROHIBITION OF PREMIUMS.

The circulation manager of the Jacksonville (Fla.) Times Union called attention to the fact that Florida has passed a law prohibiting the use of premiums. J. W. Farley, of the Philadelphia North American, said that in Pennsylvania there were a number of cities where a license must be paid to hand out premiums. A similar rule prevails in nearly every town in Indiana.

Leslie E. Neafie, the Blade, Toledo, Ohio, discussed the subject, "What is the best plan of placing all circulation on a non-returnable basis in cities of 300,000 or less?"

A very interesting discussion ensued participated in by L. L. Ricketts of the Des Moines Capitol, Weinstock of the German Herald, New York; E. C. Johnson of the Louisville Courier-Journal; J. M. Miller, of the Pittsburgh Chronicle Telegraph; Mr. Levy, of the Cincinnati Post, and others.

J. M. Schmid, vice chairman of the special committee appointed for the purpose of formulating a standard circulation statement, reported that he had attended the meeting of the Advertising Association in Chicago on the authority of George R. Monday, chairman of the committee, and he was glad to report the presence of Harry Dumont, secretary of the A. B. C. and manager of the Pacific Coast Borax Company, who addressed the convention on the subject of the new association. Mr. Dumont said that the Board of Control considered the question of a uniform statement of circulation so important that they had asked him to con-

fer with the circulation men, and he had hoped before adjournment that a committee would be appointed to meet a committee of the A. B. C. in Chicago on Saturday to discuss all this important matter.

J. M. Schmid introduced such a resolution which was duly seconded by D. B. G. Rose and unanimously adopted. The president stating that "We don't want to usurp any authority and yet if the business manager of our newspapers was considering the getting up of a uniform circulation statement, he would undoubtedly call upon his circulation manager to supply it."

The president appointed the following committee, which will meet in Chicago A. B. C. headquarters on Saturday:

John M. Schmid, Indianapolis News, chairman; L. L. Richards, Des Moines Capitol; J. R. Taylor, Grand Rapids Press; James A. Mathews, Oklahoma City Oklahoman, John B. Cox, St. Paul Dispatch.

I. C. M. A. CONVENTION ROSTER.

Akron (Ohio), Beacon Journal, H. S. Seymour, Albany (N. Y.), Times-Union, Frank McDuff, Atlanta (Ga.), Journal, John D. Simmons, Bay City (Mich.), Times, S. J. Armstrong, Binghamton (N. Y.), Press and Leader, Charles E. Blewer, Birmingham (Ala.), News, W. S. Dunston, Boston (Mass.), Transcript, L. M. Hammond, Jr., Buffalo (N. Y.), Times, M. D. Treble, Canton (Ill.), Daily Ledger, W. S. Scott, Canton (Ohio), The Repository, Lester Dewese, Chattanooga (Tenn.), News, W. B. Baker, Cincinnati (Ohio), Post, M. Levy, Cleveland (Ohio), Wachtel and Anzeiger, W. F. Barlag, Columbus (Ohio), Citizen, H. A. Akin, Columbus (Ga.), Daily Ledger, W. E. Page, Columbus (Ohio), Dispatch, Charles S. Wilson, Conneltsville (Pa.), Courier, James J. Driscoll, Davenport (Ia.), Times, I. U. Sears, Dayton (Ohio), News, Oscar L. Mead, Dayton (Ohio), Albert Letts, 114 Ridge Avenue, Dayton (Ohio), Daily News, T. J. Kavanaugh, Des Moines (La.), Peoples Popular Monthly, C. F. Brann, Des Moines (La.), Capital, L. L. Ricketts, Detroit (Mich.), Free Press, Roy Hatton, Detroit (Mich.), Journal, R. S. Weir, Detroit (Mich.), News, E. S. Dobson, Duluth (Minn.), Evening Herald, Edward Armstrong, Edmonton (Alta, Canada), Journal, R. R. Leitch,

Elizabeth (N. J.), Daily Journal, Percy W. Shipman, El Paso (Texas), Herald, H. H. Fris, Flint (Mich.), Daily Journal, F. R. Mason, Ft. Worth (Texas), Star-Telegram, Harold Hough, Fremont (Neb.), Evening Tribune, Walt, B. Reynolds, Grand Forks (N. D.), Times-Herald, F. E. Starkweather, Hamilton (Canada), The Spectator, R. D. Leasure, Harrisburg (Pa.), The Telegraph, Howard F. Eyster, Indianapolis (Ind.), News, J. M. Schmid, Indianapolis (Ind.), Star, Charles Payne, Jackson (Mich.), Citizen-Press, R. S. Craft, Jackson (Mich.), Patriot, Frank H. Whittaker and wife, Jacksonville (Fla.), Times-Union, W. A. Elliott, Johnstown (Pa.), Tribune, John D. Walker, Kansas City (Mo.), F. F. Hoard, 3240 Thompson Avenue, Knoxville (Tenn.), Journal-Tribune, W. S. Burnett, Lancaster (Pa.), Intelligencer, Henry C. Carpenter, Lansing (Mich.), State Journal, Charles D. Hatcher, London (Ont.), Advertiser, R. D. M. Decker, Louisville (Ky.), Herald, J. H. Scales, Louisville (Ky.), Courier-Journal, G. E. Johnson, Louisville (Ky.), Evening Post, D. B. G. Rose.

Macon (Ga.), News, J. P. Jones, Manchester (N. H.), Union, J. M. East, Manchester (N. H.), Union-Leader, Wm. B. Potter, Memphis (Tenn.), E. C. White, 1115 Monroe Street, Memphis (Tenn.), News Scimitar, James A. Malcolm, Milwaukee (Wis.), Sentinel, Wm. M. Mahoney, Mobile (Ala.), Register, J. O. Stuard, Mobile (Ala.), Item, H. W. Stodghill, Montgomery (Ala.), Advertiser, E. E. Scott, Montreal (Canada), Gazette, James R. Henderson, Montreal (Canada), LaPresse, J. E. Bourgeau, Montreal (Canada), LeDevoir, J. N. Chevier, New Bedford (Mass.), Standard, George H. Reynolds, New Orleans (La.), Item, Joe Levy, New York (N. Y.), Tribune, J. M. Aldred, New York (N. Y.), Staats Zeitung, Wm. F. Hofmann, New York (N. Y.), Bolletino Della Sera, S. L. Frugone, New York (N. Y.), Evening Post, R. B. McClean, New York (N. Y.), World, James McKernan, New York (N. Y.), World, A. E. MacKinnon.

Niagara Falls (N. Y.), Gazette, Frederick S. Oehl, Norfolk (Va.), Ledger-Dispatch, Norman H. Hill, Oklahoma City (Okla.), Daily Oklahoman, James A. Mathews, Ottawa (Canada), Citizen, G. A. Disher, Ottawa (Canada), Journal, T. V. Armstrong, Ottumwa (Ia.), Daily Courier, Chris J. Huston, Philadelphia (Pa.), Bulletin, R. L. McLean, Philadelphia (Pa.), North American, James L. Farley, Pittsburgh (Pa.) Post and Sun, Malcolm Lunn, Pittsburgh (Pa.), Chronicle-Telegraph, J. H. Miller, Plainfield (N. J.), Courier-News, C. F. Stout, Pottsville (Pa.), J. H. Zerby, Jr., 15th Street and Howard Avenue, Reading (Pa.), Eagle, John W. Rauch, Regina (Sask., Canada), Leader, J. K. Falconer, Richmond (Ind.), Palladium, A. A. Kemper.

(Continued on page 1117.)



TRANSPORTATION BUILDING, TORONTO, IN WHICH GENERAL SESSIONS WILL BE HELD.

WASHINGTON TOPICS.

Governmental Favoring of Newspapers Entered Into Discussion of the Panama Canal Tolls Bill—Correspondents at Musical Debut of Associate's Daughter—Golf With Congressional Champions—Press Play.
(Special Correspondence.)

WASHINGTON, June 18.—During a discussion of the bill to repeal the free tolls provision of the Panama Canal Act, Senator Cummins of Iowa took occasion to refer to subsidies of various kinds. He said that "the Postmaster General has reported over and over again that the newspapers and periodicals of the United States cost more for their distribution than the government receives by about three times. That it is as clear a subsidy as the proposed use of the Panama Canal." Senator Cummins explained that it was a former Postmaster General who made this complaint and went on to say: "I am not criticizing it; I believe in it, if the periodicals and newspapers are confined to legitimate productions. It is for the common good. It is one of the aids of education. It is one of the instrumentalities for the training of our citizens. It is one of the mediums for the enlightenment of their minds." Senator Bristow called attention to the fact that weekly newspapers are carried for nothing within the county in which they are published. Senator Cummins said that he knew it and that he thought it was very proper. The idea which Senator Cummins wanted to bring out was that most of the appropriations made by the government, particularly for agricultural purposes, were subsidies.

INCREASE UNPOPULAR.

The efforts that have been made during the past four years to increase the rates on second-class matter have been unsuccessful. The main reason for it is because it is an unpopular movement. It was believed that President Taft at the end of his administration could have put over an increase upon the periodicals alone, but that was unsuccessful. Since then several efforts have been made to increase the rates on second-class matter, but it has proven very difficult to separate the newspapers from the periodicals. Congress evidently is not ready to give the Postmaster General or any other executive officer the right to say what is a newspaper and what is a periodical. Consequently the newspapers and periodicals, which include the magazines, will go together, and it is very doubtful

that as long as they are treated alike that an increase can be made. It is possible that an attempt will be made in legislation relating to railway mail pay to increase the rates on second-class matter, but it is very doubtful whether even a bill regulating railway mail pay will pass at this session of Congress.

MISS HOOD'S DEBUT.

That newspaper men stand together and are appreciative of each other was shown recently when the daughter of Edwin M. Hood made her debut as a grand opera singer. For more than thirty years Mr. Hood has been connected with the Associated Press, beginning when he was a youngster and continuing up to the present time. He is a member of the Gridiron Club and when his daughter, who has been studying in Paris for the past three or four years, made her debut the Gridiron Club bought a large block of seats and the members with their ladies turned out in full force to do honor to the young woman. It was a good thing that they did so for she was a decided success. Mr. Hood is a member of the Press Club and that organization also contributed to the demonstration by sending an enormous bouquet of flowers which supplemented the Gridiron contribution in this particular. Miss Gretchen Hood is a young girl, but when she sang Marguerite in "Faust" she proved to every judge of good operatic performances that she was destined to a notable career.

Not long ago the golfers of the House of Representatives played the golfers of the United States Senate with the result that every Senator was beaten. Then the newspaper golfers challenged the winning team and a match was played on the Columbia course. Owing to a misunderstanding several matches remain yet to be played and nobody knows whether the newspaper correspondents or the Congressmen are winners and it may be that the entire match will have to be played over. At all events the newspaper men are perfectly willing to meet any Congressional team that is put against them.

GRIDIRON CLUB RECESS.

From May until October is a recess condition so far as the Gridiron Club is concerned and no big dinners are given; but even so, the club occasionally makes arrangements to have a little time by itself. With the view of merely having a good time among themselves the members of the Gridiron Club to the number of about forty went out to Dower House, which is about eighteen miles from Washington in the "heart of

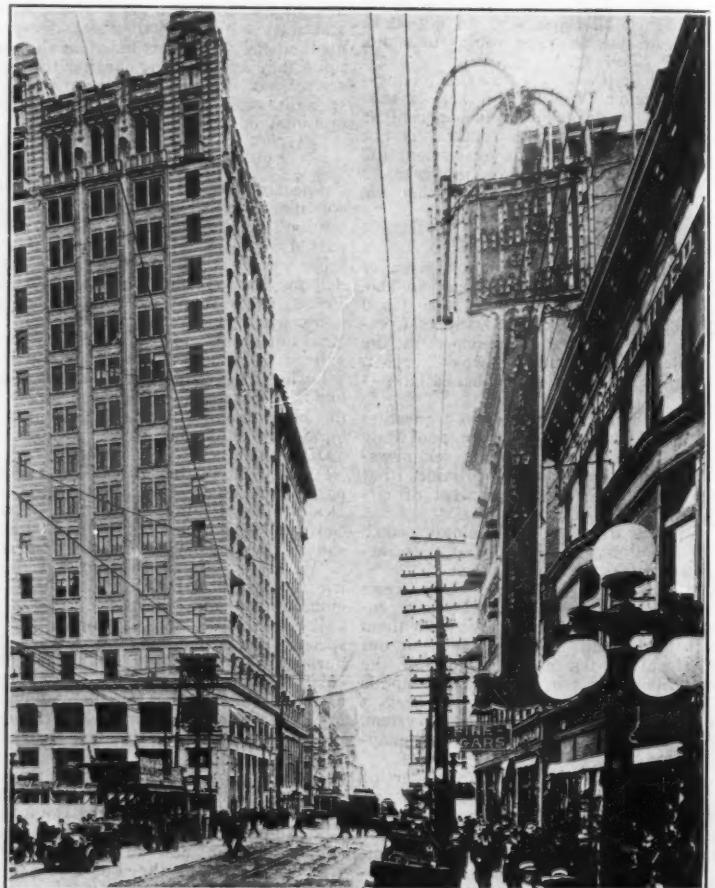
Maryland." This is an excellent establishment and is fitted up for the accommodation of people who are worth while, and gives them an opportunity to have a dinner in the country. It is called Dower House because it was the dower of the wife of Cecil Calvert, Lord Baltimore, who established the colony of Maryland. It is an old colonial home, but the Gridiron Club transformed it into a scene of good fellowship when they assembled there.

The "River of Doubt" discovered by Mr. Roosevelt in South America was the basis for a satirical performance by the National Press Club actors on Tuesday night. More than 200 newspaper correspondents and many government officials saw funny characterizations of Colonel Roosevelt, Secretary Bryan,

Rear Admiral Peary, Dr. Harvey E. Wiley and others. The players demonstrated beyond dispute that the Colonel discovered the river, that it runs up hill as he claims, that the name "River of Doubt" is in keeping with the present foreign policy of the United States, and various other logical conclusions. "Uncle Joe" Cannon, Senator Ollie James and numerous members of the House enjoyed the impersonations.

Marshall Editor Buys Out Partner.

A. L. Preston, president and general manager of the Marshall (Mo.) Democrat News, has purchased the interest of his partner, John G. Miller. Preston has also purchased the Marshall Republican's mailing list, that paper having recently suspended publication.



STREET SCENE IN PROGRESSIVE TORONTO.

THOU SHALL NOT LIE.

Writer Blames Newspaper Publishers for Dishonest Advertising—One Continual Round of Misrepresentation, He Declares—Need of Real Men with Backbone to Purge Columns of "Debauched" Store Copy.

By HARRY R. DRUMMOND.

"Store advertising has been so debauched that merchants have to pay ever increasing sums to enlarge their advertising, while the business keeps ever decreasing, because people don't come back to get fooled again. And still the advertisers refuse to learn the age old truth.

"One-half of the brains and effort of being a smart crook will make an honest man a great success.

"This is not a question of conscience—it is neither religion, morals nor ethics. It is hardheaded business policy.

"Advertising requires public confidence to MAKE IT PAY."

This is an excerpt from a speech recently made by a man about six months ago, who stepped down and out of the position of advertising manager of one of the largest department stores in New York. He had been in this position for three years. Before that he was advertising manager of another large New York store. Common report has it that this man was one of the highest salaried advertising managers in the country. Those who know him and his work know that he is one of the best equipped men in the business as far as knowledge and ability are concerned.

This quotation is not the blatant ramblings of a "crank." It is not the theoretical platitudes of a theorist. It is not the ravings of a reformer. It is the deduction of a man who has given over twenty years of his life to the debauchery of newspaper space and who has proven to his own satisfaction that it does not pay.

ADS HAVE LOST FORCE.

He is not the only advertising manager who realizes the fact, that, because advertising has been debauched it has lost its force; that it is nothing but one continual round of misrepresentation; that it has overshot its mark and, through mismanagement, is not what it once was.

There are a number of reasons for this condition. No one offender can be charged with the blame. It falls upon many people directly connected with advertising. The newspaper publishers of the country are primarily to blame. Their guilt can not be questioned or excused. They are the ones, above all others, who will have to bear the brunt of the accusation.

The advertising managers, the men who have and still do perpetrate these debaucheries, are less to blame than any others. They are, for the most part hirelings who do as they are told. The buyers who furnish the items are so low down in the scale of decency that it is almost beyond the power of words to paint them as they should be painted.

MERCHANTS HIGHLY CULPABLE.

The merchants themselves, the men who actually pay the bills, are the men who, while ostensibly delegating the dirty work to others, are the prime offenders, because they permit—not only permit, but DEMAND this debauchery, and live and grow strong through the crimes of others.

And all of it is unnecessary. All of it is merely the cropping out of natural degeneracy, rather than a condition that cannot be met and overcome by REAL MEN. Dishonesty has existed in business as long as business has existed. It can be traced back as far as history can go. It can be found in the Bible, in Josephus, in any and all records of mankind since commercialism began to be a factor in the affairs of man.

But it is as unnecessary as is almost any other curse. It can be cured, but it takes REAL MEN with real BACKBONES, instead of wishbones, to cure it.

You, as a customer, are frequently lured to stores where you are separated from your money by misrepresentation of the most flagrant kind; are gulled, snared into buying goods under false pretences, and it really costs you more than you should pay for your necessities of life.

The newspaper fraternity is largely to blame for this condition. No matter how high and mighty they are, no matter how loudly they shout for right and morals, they do, knowingly and wittingly aid and abet this dirty work, day after day. Store advertising IS debauched. It is debauched flagrantly, and the pulling power is decreasing right along.

THEY KNOW THEY LIE.

It is ridiculous to suppose for one moment that newspaper men are not cognizant of what base uses their advertising columns are put to. They DO know. They do NOT publish these advertisements as INNOCENT offenders, they are guilty as can be.

Honest advertising is NOT particularly desired by newspapers because, when a man tells the TRUTH in an advertisement and then STOPS, he does not use as much space. Many advertising managers of retail stores WISH they could tell the plain, unvarnished truth in their advertising. They KNOW that it would pay them, but they are nothing but titled office boys, when it comes down to brass tacks.

To begin at the beginning of it all the newspapers, in their mad scramble for business, began showing merchants how they could stretch and distort the truth so that it would convey a meaning entirely different from the truth. This, of course took words, and words took agate lines, and agate lines is the stock in trade of newspapers.

The merchants were not innocent children that were lured into doing wrong by bad, naughty men. No indeed. They were willing victims, perfectly willing.

Seattle (Wash.) Sun Agencies.

The publishers of the Seattle (Wash.) Sun have announced that they will hereafter be represented by Knill-Chamberlain, Inc., in the West and Putnam & Randall in the East.

SATISFACTION

Is Only One of Your Profits When You Install



Quick Change Model 8
Three Magazine Linotype

Multiple Magazine Linotypes



Quick Change Model 9
Four Magazine Linotype

The satisfactory use of 3,000 of these highly efficient and versatile machines and their substitution by progressive publishers for earlier models and other makes of composing machines is convincing evidence that

The Multiple Linotype Way Is the Modern Way
Prices within your means and terms to suit your requirements.
Write to nearest agency for full particulars.

All two-letter Linotypes are covered by patents having a number of years to run. No Linotype having two-letter matrices, multiple magazines, or the other improvements which place the present machine far ahead of the earlier models can be used without the consent of this company. Any person or persons counterfeiting or imitating our machinery, or using such goods, will be held strictly accountable in the courts.

Mergenthaler Linotype Company

Tribune Building, New York

CHICAGO 1100 South Wabash Avenue	SAN FRANCISCO 638-646 Sacramento Street	NEW ORLEANS 549 Baronne Street
TORONTO: CANADIAN LINOTYPE, LIMITED, 35 Lombard Street		

Jewish Paper to Print English Page.

Beginning with the issue of June 21, the Brooklyn-Brownsville Post, a Jewish weekly publication, will begin the publication of a page in English. While the Jewish children are thoroughly Americanized they possess a strong desire for a knowledge of those things that their parents read in the Jewish language. The purpose of the English page is to promote a closer relationship between the American Jewish child and things Jewish in general. It will also help bring about a better understanding of the different spheres of life in which both parents and their children live. It will help reconcile the diverse views held by Jewish parents and their children.

Grant M. Hyde, instructor in journalism, author of the textbook, "Newspaper Reporting and Correspondence," and a contributor to World's Work and other magazines.

French Editor Injured in Duel.

Leon Daudet, a notorious duellist, was wounded in the forearm in a sword duel last week at Neuilly by Jacques Roujon, son of Henry Roujon, the late secretary of the Academy of Fine Arts. Roujon was the challenger and fought in defense of the name of his father, whose memory he considered to have been injured by articles which appeared in Daudet's paper, the Action Francaise, a Royalist organ.

Former Owner Buys Monroe Times.

The Monroe (Wis.) Evening Times, for the past three years under the ownership and management of Howard E. Chadwick, is again the property of its former owner, Emery A. Odell, who took over the plant and business last week. Mr. Chadwick retires from the paper because of impaired health.

Wisconsin to Have Summer Courses.

Two courses in journalism will be given in the summer session at the University of Wisconsin, which opens June 22. One will be a course in newspaper writing and one in special feature writing for newspapers and magazines. They will be under the direction of



VIEW OF DETROIT, WHERE THE INTERNATIONAL CIRCULATION MANAGERS WERE ENTERTAINED.

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

Entered as second class mail matter in the
New York Post Office

Issued every Saturday, forms closing one o'clock on Friday preceding date of publication, by The Editor and Publisher Co., Suite 1117 World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330 and 4331.



The Journalist. Established 1884; The Editor and Publisher, 1901; The Editor and Publisher and Journalist, 1907. James Wright Brown, Publisher; Frank LeRoy Blanchard, Editor; George P. Leffer, Business Manager.

Western Office: 601 Hartford Bldg., Chicago, A. R. Keator, Manager Telephone, Randolph 6065

See Publisher's announcement for subscription and advertising rates

New York, Saturday, June 20, 1914

To the advertising men and women assembled in convention in Toronto, THE EDITOR AND PUBLISHER extends its heartiest greetings. That the meeting may be the most valuable and, therefore, the most successful ever held, is our earnest wish. Toronto is one of the most beautiful cities in America; her citizens have made abundant preparations for the entertainment of the visitors; the program arranged for the occasion is rich in good things—in fact all of the conditions that presage a convention of unusual importance exist. Therefore unless the skies weep for four days, and unless fifty per cent of the speakers fail to put in an appearance the occasion will be a most notable one.

THE FOOL AND HIS MONEY.

As will be seen elsewhere in this issue the Asbury Park Times, a daily newspaper established last fall by a group of business men of that city, including the head of its largest department store, is to quit the field. According to the statement issued by the board of directors the indebtedness above the assets is not large but the board declares that because of the impossibility of longer financing the enterprise they advise the winding up of its affairs.

The stockholders are probably now convinced that, while it is easy to start a daily newspaper, it is difficult to make it a success without plenty of capital, in a field that offers favorable opportunity.

When the promoters of the Times were discussing the feasibility of starting the paper they called into conference several experienced New York newspaper men, who unanimously advised them against the project unless they were prepared to put up at least \$100,000 in cash at the start, and be ready to put up \$50,000 more if it should be needed. They said that few daily papers pay expenses the first year even in a favorable field. In Asbury Park the daily would have to meet the competition of an old and well established newspaper, and, therefore, time would be required to put it on its feet.

This advice was not taken. The merchants who organized the company believed they knew more about the matter than the newspaper men and went ahead with the project. After having put much less than \$50,000 into the Times they now admit that the paper is a failure and that they can no longer supply funds for carrying it on.

The backers of the Asbury Park Times are wiser than they were, and doubtless when, in the future, some one comes along seeking for contributions for the starting of another daily they will keep a firm grip on their bank rolls. Their experience has been the same as that of many others who have been anxious to pose as newspaper publishers.

It takes something besides a grouch against existing newspapers to warrant the launching of a daily or weekly that is to be successful. (1) There must be a real need for such a paper and not one that has been artificially created. (2) The paper must be edited and published by experienced journalists and not by amateurs, barbers, storekeepers or city officials. (3) It must be run for the entire community and not for any one part of it. (4) It must have in bank, and not merely pledged on a subscription paper, a sufficient amount of money to pay all bills for one year, preferably for two.

Every one of the above needs is absolutely necessary. True, there have been newspapers that were started on a shoe string and won out, but they were the exceptions that prove the rule.

NOT SO BAD AS PAINTED.

THE EDITOR AND PUBLISHER is a forum for the expression of ideas on subjects pertaining to journalism and to advertising. As it is an impartial forum, its columns are open to any person who cares to use them for the purpose of presenting opinions on matters of interest. The appearance of signed articles in our columns does not indicate that we endorse or approve of the ideas expressed therein. The opinions expressed on the editorial page, however, are our own.

Elsewhere in this issue will be found an article by Harry R. Drummond, advances some very pronounced ideas on the subject of dishonest advertising. While we admit the truth of some of the statements he makes, there are others to which we take exception. For instance, we do not believe that "advertising is nothing but one continual round of misrepresentation." Neither do we believe that "the buyers who furnish the items are so low down in the scale of decency that it is almost beyond the power of words to paint them as they should be painted." We agree with him, however, when he says that "dishonesty has existed in business as long as business has existed," and admit that there are publishers who shout for right and morals and then allow dirty and fraudulent advertising to appear in their columns.

We do not believe that there is a single reputable publisher in the country who does not desire his columns to be filled with honest advertising. There are, however, a few publishers who would accept any kind of an advertisement provided it was not positively indecent.

There has never been a time in the entire history of publicity when advertising statements have been more truthful, as a whole, than at the present time. Compare a page of department store or general advertising in a newspaper of today with the same kind of a page printed in any prominent newspaper ten years ago and notice the difference in the claims made by the advertiser. No one disputes the fact that all advertisers are not honest, but their number is growing smaller year by year.

The part played by the Associated Advertising Clubs of America in bringing about this result is familiar to all who keep track of what is going on in the merchandising and advertising fields.

It is our firm opinion that the day is not far distant when the advertising columns of the newspaper will be as carefully edited to keep out fraudulent, indecent or misrepresentative advertisements as are the news and editorial columns to keep them clean and trustworthy.

No Better Weekly for Journalists.

[Dean Williams recently returned from a year's absence abroad, during which he visited over 2,000 newspaper offices in all parts of the world. No man living has made such a careful study of newspapers.—Ed.]

UNIVERSITY OF MISSOURI SCHOOL OF JOURNALISM,
COLUMBIA, June 9, 1914.

THE EDITOR AND PUBLISHER:

I congratulate you upon the appearance and contents of THE EDITOR AND PUBLISHER AND JOURNALIST. I do not know of a better weekly newspaper anywhere devoted to the interests of journalism or one that is more helpful to newspaper makers.

With all good wishes for its increasing prosperity and influence, I am very sincerely,

WALTER WILLIAMS, Dean.

JOTTINGS BY THE WAY.

When a man has retired from business for a few years and Death knocks at his door, the public soon forgets him and his career unless he has left behind some monuments of service or accomplishment that perpetuates his memory. The tide of life sweeps on. New names and faces appear, new events and experiences engage the attention of men and women, and the things of yesterday are forgotten.

Two months ago I attended the funeral of Allan Forman, founder of the Journalist, once a contributor to magazines, who retired seven years ago because of ill health, to his farm at Mattituck, Long Island. No one had been better known in the newspaper offices of New York than he. He numbered among his friends and acquaintances more of the big men in journalism than any one else in America. He was a member of the Old Guard of the Press Club, and attended its dinners regularly until within a few months of his death.

And yet among those who were present at his funeral out of all the hundreds of men who claimed to be his friends, there were only two who represented the newspaper business, Mr. McVay, of the Press Club, and myself. That the Press Club did not send a delegation of at least a dozen members to represent that body is regrettable. Only one of the New York newspapers covered the funeral, and only a few printed more than a paragraph about his death.

They don't believe in divorces out in Kansas. The head of the Domestic Science department of the State Agricultural College at Manhattan informed me recently that of the one thousand girls who have graduated from the department in the last four years 408 have married, and of these only two have been divorced. Quite a good record, isn't it?

I saw with regret on the sporting page of one of my favorite New York evening papers, a few days ago, a cartoon concerning a prize ring knock-out, and carrying these lines:

Now I lay me down to sleep,
The bats into my belfry creep;
If I should die before I wake,
Don't take me for a Hamburg steak.

Let me venture the opinion that the adaptation and paraphrasing of such lines long since made sacred by the lisping lips of millions of children is not funny, nor is it wise or considerate journalism. It is just such breaks as these that bring newspapers into disrepute. Put the soft pedal on the sacrilegious and on anything else that offends good taste or the finer feelings of readers.

F. L. B.

JOURNALISTIC CHRONOLOGY.

Coming Week's Anniversaries of Interest to Newspaper Folk.

- JUNE 21—Dayton (O.) Journal founded (1808).
- JUNE 21—Gilbert Congdon Wood, medical publisher, born in New York City (1869).
- JUNE 21—James M. Wakeman, electrical and engineering trade press publisher, born in Wolverhampton, England (1865).
- JUNE 21—Daniel Carter Beard ("Dan Beard"), illustrator, editor and author, born at Cincinnati, O. (1850).
- JUNE 21—Thompson Buchanan, newspaper man and author, born in New York City (1877).
- JUNE 22—The printing office of the Baltimore (Md.) Federalist was destroyed by a mob (1812).
- JUNE 23—Ethel Watts Mumford Grant, author and artist, born in New York City (1876).
- JUNE 23—Joseph Henry Harper, publisher, of Harper Brothers, born in New York City (1850).
- JUNE 23—Irvin Shrewsbury Cobb, humorist, journalist and author, born at Paducah, Ky. (1876).
- JUNE 25—Lawrence Fraser Abbott, of the Outlook, New York, born (1859).
- JUNE 25—The Rev. William Hayes Ward, editor of the Independent since 1897, and a member of the editorial staff of that periodical since 1868, born at Abington, Mass. (1835).
- JUNE 25—First issue of the "Penny a Week, Country Daily Newspaper," single copy ¼ pence, issued in London (1873).
- JUNE 26—Henry Edward Rood, editor and author, born in Philadelphia, Pa., 1867.

PERSONALS

Col. Henry Watterson, veteran editor of the Louisville Courier-Journal, attended the polo tournament in New York this week. He was on business connected with the Perry Monument to be erected in Put-in-Bay. He looked in good health.

Ralph Pulitzer, proprietor of the N. Y. World, with Mrs. Pulitzer, sailed on the Mauretania this week for Europe.

Governor Cox, of Ohio, owner of the Springfield News and Dayton News, addressed the Cleveland Advertising Club at a noon luncheon a few days ago, on "The Relation of State Government to Business."

Benjamin B. Herbert of Chicago, editor and publisher of the National Printer-Journalist, popularly called "the father of the National Editorial association" and known among newspaper men the country over, was in St. Paul for the commencement festivities of Hamline University. He spoke at the closing chapel exercises.

Albert E. Walker, editor of the Westchester (Pa.) Star will today sail with his wife and daughter from New York for Glasgow. They will spend the summer, touring the British Isles and the Continent.

James H. Smyth, business manager of the Denver (Col.) Times and the Rocky Mountain News addressed the Denver Ad Club on June 9 at a luncheon. The subject of his address was "The Adman From the Business Office Standpoint."

C. J. Zaizer has taken charge of the business management of the Houston (Tex.) Telegram. John R. Lumsford, who is the Telegram's new managing editor, has had experience in Chicago, St. Louis, San Antonio and in Galveston.

W. C. McClintock, editor of the Tabor (Ia.) Beacon, who recently suffered a stroke of apoplexy, is in a serious condition, but will probably recover, according to his physician.

R. E. Armstrong, for twenty-six years editor of the St. Andrew's (N. B.) Beacon, has given up journalistic work, and taken the appointment of secretary of the St. John Board of Trade.

Clarence A. Huntoon has taken the editorship and management of the Hudson Falls (N. Y.) Herald in the absence of Paul M. Fisher, who has had to give up work temporarily on account of illness.

Charles A. Stauffer, business manager of the Phoenix (Ariz.) Republican, was in town this week calling on advertising prospects.

Joseph Ferris, editor and proprietor of the Orlando (Fla.) Daily Sentinel, is seriously ill at his home in Orlando.

Edward Henry Clement, who celebrated his 71st birthday recently, for 15 years editor-in-chief of the Boston Transcript, has been studying painting as a hobby.

John R. Camp, editor of the Bushnell (Ill.) Record, is suffering from cancer which recently appeared on the upper jaw. Owing to its location a surgical operation is impossible and he has come to New York to undergo the radium treatment.

Mrs. Elizabeth Morcombe, editor and proprietor of the Storm Lake (Ia.) Vidette, has been made postmaster at Storm Lake. The Vidette is the only Democratic paper in Vista County.

J. Harvey Cousins, publisher of the Wendell (Minn.) Sun has been missing. Mrs. Cousins says there is considerable mystery surrounding his disappearance and is afraid he has met with foul play.

Joseph Newton has resigned as editor and manager of the New Lexington (O.) Advocate.

Clement Grant Moore, editor and proprietor of the Crawfordsville (Ga.) Advocate-Democrat is said to be President Wilson's "double" in appearance. He is often mistaken for the President.

John Rison, editor of the Paris (Tenn.) Post-Intelligencer, says that it is a true test of sobriety to pronounce the name of his paper. He believes that the Seattle Post-Intelligencer took its name from his journal.

GENERAL STAFF PERSONALS.

James H. Skewes, associate editor of the Racine (Wis.) Journal-News, has taken a position as managing editor of the Milwaukee Daily News. Mr. Skewes was recently married to Miss Grace Buckingham, Milwaukee, and has just returned from an extended tour of the Pacific coast and the South.

Vincent G. Dallman, managing editor of the Springfield (Ill.) State Register, has been made United States Marshal for the Southern District of Illinois, by President Wilson.

Kendrick Kimball has succeeded Hubert Lansing, resigned, as city editor of the Neenah (Wis.) Daily News.

F. A. C. Ernst, instructor in French journalism at the University of Wisconsin, has gone to Belgium, his old home, where he will engage in newspaper work on one of the Brussels papers during the summer. He will return to Wisconsin on Sept. 21 to resume his work there.

Mrs. Lula H. Lawrence, society editor of the Orlando (Fla.) Reporter-Star, has gone for a vacation which will occupy most of the summer months.

Howard L. Montgomery has been put in entire charge of the Fort Edward News, circulation and advertising department of the Glens Falls (N. Y.) Star.

Alfred D. Pittman, a newspaper writer of Kansas City, Mo., has been selected as one of five young Americans to be sent to London by the American Association for International Conciliation to study world peace. Pittman sailed today.

Miss Edith Franklin Wyatt has joined the staff of the Chicago Record-Herald.

Charles F. Hart, for seven years mechanical superintendent of Lord Northcliffe's publications, is now mechanical superintendent of the New York Times. Mr. Hart was formerly with the Brooklyn Eagle.

Paul H. Brown, who has been connected with the Charlotte (N. C.) Observer for nine years, has been appointed circulation manager of that paper, succeeding L. C. Miller, who has resigned.

J. Hugh Reese, editorial writer of the Orlando (Fla.) Daily Sentinel, will soon become editor of the Orlando Reporter-Star, having purchased an interest in the last named paper.

Joseph W. Sharts, for more than a year editor and manager of the Dayton (O.) Miami Valley Socialist, has resigned to enter into the practice of law.

F. H. McCarty, editor of the Rock Rapids (Ia.) Review, has assumed the duties of postmaster of Rock Rapids. The office has been in charge of W. G. Smith, editor of the Reporter.

Alfred Hopkirk, city editor of the Englewood (N. J.) Press, who went to England six weeks ago, has been ordered to remain there for his health for another month. George Tillotson, son of J. H. Tillotson, proprietor of the Press, is at the city desk.

N. Y. WORLD PERSONALS.

Robert O. Scallan, of the World, has returned from a two months' stay in Ireland.

Miss Edith Mockler, of the World's reitorial staff, is rapidly recovering from her recent severe illness and will

Louis Seibold and Charles H. Hand, political writers of the Morning World, sailed on Wednesday for a two months' vacation in Europe. Incidentally they will study foreign politics.

Walter S. Meriwether, of the World, who has been on the Battleship Louisiana at Vera Cruz since the occupation of that city by Americans, has returned to New York for a brief stay.

Philip S. Speed, of the World's re-write staff, has returned to his desk after a month's sick leave, during which time his chair was ably filled by W. P. Beazell.

George Carteret, of the World, was on the Steamer New York when she was rammed by the Pretoria. As a result of his presence when the accident occurred the World had a fine wireless story which gave all details of the collision and allayed public anxiety. Mr. Carteret was returning from a vacation in Europe.

WASHINGTON PERSONALS

Billy Cochran, formerly of the staff of the Chicago Tribune, has assumed charge of the St. Louis Republic bureau here.

Albert Halstead, son of Murat Halstead, and consul at Birmingham, England, and formerly a Washington Correspondent, was a visitor to the city this week.

James Croggan, the oldest newspaper man of Washington, formerly of the Washington Star, was run down by an automobile this week but not seriously hurt.

Frances Elizabeth is the name given to the daughter born to Jerry A. Matthews of the New York Sun, and Mrs. Matthews on Monday.

Superintendent of the Senate Press Gallery, James D. Preston, was stage manager, chief mechanic and prompter, at the playlet given by the National Press Club on Tuesday.

PUBLISHER'S NOTICE.

Subscription: Two Dollars a year in the United States and Colonial Possessions, \$2.50 a year in Canada and \$3.00 foreign.

It is suggested that the publication should be mailed to the home address to insure prompt delivery.

The Editor and Publisher page contains 672 agate lines, 168 on four.

The columns are 13 picas. Advertising will not be accepted for the first three pages of the paper.

Advertising Rates: Transient Display 25c. an agate line.

Liberal discounts are allowed on either time or space contracts.

Small advertisements under proper classification will be charged as follows: For Sale and Help Wanted fifteen cents a line; Business Opportunity and Miscellaneous ten cents a line, and Situations one cent a word; see classified pages.

The Editor and Publisher can be found on sale each week at the following newsstands:

New York—World Building, Tribune Building, Park Row Building, 140 Nassau street. Manning's (opposite the World Building), 33 Park Row; The Woolworth Building, Times Building, Forty-second street and Broadway, at basement entrance to Subway; Brentano's Book Store, Twenty-sixth street and Fifth avenue, and Mack's, opposite Macy's on Thirty-fourth street.

Philadelphia—L. G. Rau, 7th and Chestnut streets.

Pittsburgh—Davis Book Shop, 416 Wood street.

Washington, D. C.—Bert E. Trenis, 511 Fourteenth street, N. W.

Chicago—Morris Book Shop, 71 East Adams street; Post Office News Co., Monroe street.

Cleveland—Schroeder's News Store, Superior street, opposite Post Office.

Detroit—Solomon News Co., 69 Larned street, W.

San Francisco—R. J. Bidwell Co., 742 Market street.

EASTERN DAILY

and job business. Well equipped. Four linotypes. Annual volume \$55,000. Profit \$2,100. Rapidly improving. Needs individual owner-manager. Much of the price can be deferred by buyer with record of success. Proposition "J. Y."

C. M. PALMER

Newspaper Properties
225 Fifth Ave., New York

\$2100 CASH

will buy controlling interest in Monthly trade publication filling a new and almost exclusive field. This property is now showing a small net earning and needs a business getter more than money for quick and easy development. Prompt action necessary.

Harwell, Cannon & McCarthy,
Newspaper & Magazine Properties,
Times Bldg., New York City.

SITUATIONS WANTED

Advertisements under this classification one cent per word each insertion.

Experienced desk man, 29, now employed, wants position as telegraph editor in large western city. Address L, care The Editor and Publisher.

CITY EDITOR—Experienced and a hustler will consider first-class proposition after June 1st. Now employed in a responsible position. Address D. 1244, care The Editor and Publisher.

FOR SALE

Advertisements under this classification fifteen cents per line, each insertion. Count seven words to the line.

FOR SALE: 50 cents on the dollar. Daily and weekly newspaper, Nowata, Oklahoma, Live city of 5,000; big country population; daily circulation 1,000; weekly, 1,200. Politics—democratic. Terms: half cash. Owners now in oil business. Would consider live, experienced man taking an interest and running paper on salary. A real bargain. Address W. P. HENRY, Tulsa, Oklahoma.

HELP WANTED

Advertisements under this classification fifteen cents per line, each insertion. Count seven words to the line.

Wanted, by a six-day daily, in a city of 400,000 population, a copy reader. Must be swift and accurate. Must be thoroughly grounded in English; must be able to write heads with a punch in them. Address T. P., care The Editor and Publisher.

MISCELLANEOUS

Advertisements under this classification ten cents per line, each insertion. Count seven words to the line.

DAILY NEWS
Reports for evening papers, advance news mail service, special and Chicago news, stereotype plates, 60c. per page. YARD'S NEWS BU-REAU, 167 W. Washington St., Chicago, Ill.

LINOTYPE MACHINES
All models, bought and sold. Complete line of Printers' machinery and supplies on hand for immediate shipment.
RICH & McLEAN,
51 Cliff St., New York.

BUSINESS OPPORTUNITY

Advertisements under this classification ten cents per line, each insertion. Count seven words to the line.

To the ambitious young man with capital and experience, who desires to become a publisher, we can offer several good opportunities. Harris-Dibble Company, 71 West 23d St., New York City.

ADVERTISING MEDIA

Chicago—New York—Philadelphia, for 20 years the coal trades' leading journal. Write for rates.
THE BLACK DIAMOND

AMONG NEW BOOKS.

Many books have been written about the Panama Canal but none is more interesting to the layman than Frederick J. Haskin's "The Panama Canal," published by Doubleday, Page & Co., New York. Mr. Haskin, whose "The Immigrant" and "The American Government" have previously been well received by the public, is a newspaper writer as well as an author of books, and it is probably because of this latter fact that he knows how to appeal to the general reader. "The Panama Canal" tells the story of the great ditch in simple style. It gives the kind of information people want to know and avoids technical matter that, while important and interesting to engineers, is uninteresting, and therefore wearying, to the average person. Besides describing the Gatun dam, the locks, Culebra Cut and the fortifications Mr. Haskin tells of the workers who dug the ditch, how they were housed, amused and fed; he describes the De Lesseps failure, enumerates the methods employed by the government to stamp out yellow fever and malaria; shows how much money the canal will save ship owners, etc. "The Panama Canal" is a good book to have in the library of a newspaper office.

I have not read in a long time a more interesting book on newspaper life than "These Shifting Scenes" by Charles Edward Russell, published by C. H. Doran Company, New York. One reason why it made such an impression upon me is that I have known Mr. Russell for twenty-five years and am familiar with many of the newspaper events he so vividly describes in its pages. He was city editor of the New York Herald when I was in charge of the night edition of the Evening Telegram. Later he was connected in a like capacity with the New York World and was managing editor of the New York American. He also spent some time in Chicago as one of the editors of the American.

Good Cuts For Newspapers

We make plates for newspapers that are etched deep and will print well.

Our prices are right and as we operate a day and night force, we are able to give newspapers a highly satisfactory service at all times.

Atlas Engraving Company
205 West 40th Street New York

Send for samples of Half-tone Diamond Black. This Ink will print Jet Black on the most difficult paper. 40c. net.

Every pound guaranteed
F. E. OKIE CO.
PHILADELPHIA, PA.

Out of his years of experience as a reporter and as an editor Mr. Russell has assembled in this volume some of the most dramatic and notable incidents of his career together with stories of events that came under his observation. Every young man who aspires to journalistic honors should read Mr. Russell's account of his efforts to break into metropolitan newspaper work in New York. If ever a candidate for a staff position had a hard time in securing it, it was Russell. Before he was given a chance to prove his ability on the old Commercial Advertiser he had spent months of time and all the money he possessed. He had known what it was to go without meals; he had endured all sorts of privations and discouragements.

The titles of some of the chapters of "These Shifting Scenes" are an indication of its contents. "The Man out of Work," "The Haymarket and Afterward," "Why Harrison Was Nominated in 1888," "The Rocky Road to Johnstown," "The Clinic That Went Wrong," "How Cleveland Was Nominated in 1892," "Tales of a City Room Caliph," "The Art of Reporting," "The Mystery That Had No Ending."

Many of the events he describes were familiar to those of us who ground out copy in those days, but Mr. Russell gives to them a new interest by the injection of facts that some of us never knew or have forgotten. His account of the Haymarket Riot in Chicago, and of the work of the newspaper men in reaching Johnstown and covering the story of the flood that extinguished so many lives, are thrillingly interesting.

Mr. Russell abandoned journalism for authorship many years ago. He has won distinction in the new field but I doubt if he has ever enjoyed the work half as much as in the old days when he sat in an editor's chair with his finger on the news pulse of the world.

It is astonishing what a lot of educated people there are in the world who are ignorant of the rules of punctuation, the use of capital letters and the proper construction of sentences. The mistakes made by college graduates in writing matter for publication are often ridiculous. Misspelled words, the absence of punctuation marks or their misuse, the jumbling of direct and indirect discourse—these are some of the shortcomings of their copy. Of course in some instances the mistakes are due to carelessness but in others to inexcusable ignorance.

For the assistance of those who need and want help in what might be termed the mechanics of composition, John Matthews Manly, head of the department of English in the University of Chicago, and John Arthur Powell, of the University of Chicago Press, have recently published through the University of Chicago Press, "A Manual for Writers" covering the essential rules of writing and practices in printing. A careful study of its contents shows that the authors have avoided loading down the pages with a lot of matter that, while interesting to a degree, is unnecessary and confusing to the reader. Within its 225 pages are presented about all that a writer should know to turn out what the printers call "clean copy." Not the least valuable chapter is the one dealing with "Pitfalls in Diction," in which the uses of a large number of words are discussed. The chapter on "Hints on the Preparation of Manuscript for the Printer" should be used by every newspaper writer and author. The book is one of the best I have seen on the subject.

"How to Figure Type Composition by Known Factors" is a pamphlet written by Martin Heir, and published by the Heir Publishing Co., Box 274 Evans-ton, Ill. The author presents a new and labor-saving method of finding the number of ems in any form of type matter and gives reference tables, weight of linotype composition and other information for printers and publishers.

By consulting the reference tables which fill twenty pages a person can tell the number of ems in a galley or type page in 5 to 12 point type.

The question of costs is receiving a great deal of attention at the present time from all employers of labor, and especially among those who are engaged in the printing industry. Cost conventions have been conducted in various parts of the country for the purpose of arousing among publishers, and especially among printers, an interest in the subject, and also for the purpose of placing these industries upon a firmer foundation so that they will yield to the owners the profits that they should derive from them. One of the experts who has devoted a great deal of study to the subject is Ed E. Sheasgreen of Chicago, who has recently published a volume entitled "The Profitable Wage. What Is It? The Capitalizing of the Human Machine." In this book Mr. Sheasgreen shows how important it is that all employers of labor and all who toil for a living should know exactly how much it costs to produce a piece of work.

In the early part of the volume Mr. Sheasgreen discusses the "human machine," and the laws of balance, depreciation and interest, distribution, and cooperation. He then goes on to show the value of cost finding in labor organizations, in schools, in prisons, in churches and in banks.

One of the most interesting chapters is that devoted to "cost items in the profitable wage, and the possibility, plan and result of the profitable wage." At the end of the book is given a number of forms with instructions as to how they may be used. Mr. Sheasgreen possesses the commendable ability of making what appears to be a difficult subject plain to the lay mind. His illustrations are to the point and easily understood, and his deductions are logical. The "Profitable Wage" is well worth the consideration of all who are interested in the subject of labor.

The University of Chicago several years ago rendered editors and printers a distinct service in bringing out in book form the "Manual of Style" employed in the University Press publication office. The fourth edition, just issued, embodies changes and additions that have been made to bring the work up to date. That the book stands well with the public is shown by the fact that it has been adopted as an authority in many editorial rooms, print shops and libraries. It contains rules for capitalization, the use of italics, quotations, spelling, punctuation, indexing, etc.; hints to authors, editors, and copy holders; proof readers' marks, specimens of type in use and other valuable information. The index is very full and enables the reader to find what he wants with the least possible trouble.

FRANK LEROY BLANCHARD.

NEW INCORPORATIONS.

RUTHERFORD, N. J.—Herald Publishing Company; object, publishing; capital, \$25,000; incorporators, L. S. Bremmer, Charles W. Delaney, Passaic; John J. O'Rourke, Paterson.

GREENSBURG, PA.—Democratic Publishing Company; capital, \$30,000; incorporators, W. Boyd, W. I. N. Lofland, and W. F. P. Lofland.

NEW YORK, N. Y.—Russian-American Press Company; capital, \$30,000; incorporated by M. Vilichur, L and Michael Pasvolsky.

Paris Guide to Mourning Appears.

The first number of a weekly publication with the cheerful title of Guide to Mourning has appeared in Paris. Its editor thinks the paper will appeal to all classes. It will deal with everything relating to funerals, and give details as to proper periods of mourning, correct costume and etiquette in the matter of bereavement. Prices of church decoration and other burial rites will be quoted.

A Kansas Daily in City of 35,000 and evening paper now making net about Six Thousand Dollars a year is offered for sale at \$20,000. Terms Half Cash. Time on balance. (Proposition D 314.) We have also several other good newspaper properties in various States. Write us.

American Newspaper Exchange
Rand McNally Building, Chicago

AT HOBOKEN, N. J.
THE HUDSON OBSERVER
operates two

Scott Four Tiered Quadruple Presses
AND FOR OVER FIFTEEN YEARS
have not missed an edition
You Can Depend on a Scott

WALTER SCOTT & CO.
Plainfield, N. J.

Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service of

The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office.

74-76 CHURCH ST., TORONTO, CAN.
Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

We can increase your business—
you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE

60-62 Warren Street, New York City
Established a Quarter of a Century

Most Far Reaching Newspaper
Reading Concern in Existence

ATLAS PRESS CLIPPING BUREAU

CHARLES HEMSTREET, Manager

We furnish everything that looks like a press clipping from all over the world.

Our Motto—RESULTS COUNT

218 East 42nd Street New York

TAKE IT TO
POWERS
OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH
ON TIME ALL THE TIME
POWERS PHOTO ENGRAVING CO.
154 Nassau Street Tel. 4900-4 Beekman

EXPERTS ON CIRCULATION TOPICS

(Valuable Points in Papers Read at the I. C. M. A. Convention)

A. G. Lincoln, of the St. Louis Post-Dispatch, in an interesting address on "How to Secure a Force of Good Solicitors," said:

The contest with a force of solicitors is merely one of trying to teach them to give you the maximum service. They must buy salaries from your office. You want the best price in service for these salaries that it is possible to get, but the secret of this lies in teaching these men to help themselves. When they learn how best to conserve their own interests, they will have learned the importance of serving the interests of their employers. Their real value does not begin to show itself until they can do all you ask and wish to do more, prompted merely by strong desire to serve.

The process of organizing a crew of good solicitors is one of being able to properly train carefully selected men, rather than one of merely selecting a force of good solicitors. You want men who are able to master your general canvass, but who can at the same time accommodate themselves to any emergency that might arise which demands a change. They must know the selling points. Knowing these, they are better able to "tear your proposition, to pieces and then put it together again."

Don't take a man on to canvass unless you believe that he can be taught to do your own work. Keep him moving. That is the way to increase the efficiency of your organization.

SECURING NEGRO READERS.

"My Experience as a Circulation Manager in Localities with a Large Negro Population" was the title of a paper read by John D. Simmons, of the Atlanta Journal. Some excerpts follow:

One thing I have learned is this: You can trust the negro subscriber to a certain point, but not beyond that. They make good customers, if this is borne in mind. When they get their money, is the time for you to get yours. Go collecting while they've got it and they will pay. With them it is a case of "First come, first served." Accounts against negro subscribers are very much the same as they are with members of other races of people who are in limited circumstances. In other words, if the carrier is prompt in delivering his papers and makes his collections regularly, the list will hold up. On the other hand, if the boy is careless and indifferent, loss results inevitably.

EFFICIENCY BOARD CO-OPERATION.

"Co-operation Through an Efficiency Board" was the subject of an interesting address by F. A. Polhemus, of the Toledo Times. He said in part:

The Times was in a precarious condition and struggling hard when George W. Dun, the publisher, called the heads of the departments together at a luncheon. After the cigars had been passed, the publisher arose and made plain the object of the meeting and then and there the Efficiency Board of the Times was organized, each member feeling that he had a moral obligation to assist any member of this board or his department.

Our publisher told us that the paper was ours and upon its success would rest our profit and that it was entirely up to us to build a bigger and better paper; also stating that the owners did not care for dividends and that they would be turned back to the employees, who assisted in earning them.

Each department immediately took for its motto "Don't make excuses, make good," and the entire force of ninety some odd employees put their shoulders to the wheel and have brought about the success that the Times is now enjoying.

ELIMINATING DEADBEATS.

Al. A. Kemper, of the Richmond (Ind.) Palladium, discussed "The Deadbeat" and the Method of Disposing of Him." He said:

The only suggestion I have given our carriers regarding collections is that it is poor business to give anyone more than a month's credit and that if the subscriber has not paid his bill at the end of that time to stop his paper and at the same time notify the competitive carrier of the subscriber's indebtedness and to advise him not to pass the subscriber until he has made a settlement. The competitive carrier, in turn, notifies him of any delinquent subscribers and he does not pass them until he positively knows they are out of debt and then does not pass them unless they pay in advance. By using this method the deadbeat will soon realize that if he wants a daily newspaper he will have to pay cash for it.

NEWSBOYS' FAKE CRIES.

In discussing the subject, "How Can the Public be Protected From Buying Newspapers on the Streets From Boys Who Use 'Fake Cries,' and What Should Be Done With Boys Who Follow Such Dishonorable Practice?" W. J. Darby, of the Toronto Mail and Empire, said:

On the principal of prevention being better than cure, it would be a good policy on the part of a newspaper to warn every news-

boy that "fake cries" as an inducement will not be countenanced under any consideration. Every wholesale dealer should be instructed to sound the same note of warning to all the boys he supplies, so that it may become common knowledge among them that "fake cries" will get them into trouble, and if persisted in, put them off the streets and out of the newspaper business entirely.

The newsboy who decides that a "fake cry" to stimulate his sales, is a shrewd trick that may be profitably employed, will likely soon realize that dishonesty brings no real or permanent gain, as the result of his act is almost to recoil on his own head, sooner or later, when he finds himself regarded with suspicion by the newspapers, his fellow-newsboys and even some of the buying public.

Every newspaper Circulation Department could have as a part of its policy a defined method of educating and instructing newsboys along lines that will make for honest treatment of the public and at the same time convince the boy that it is also best in his own financial interests.

BASEBALL CIRCULATION.

Taking as his subject, "What Effect Does the Issuing of Baseball Extras Have Upon the Circulation of Regular Edition?" E. S. Dobson, of the Detroit News, said in part:

I do not think, however, that our business managers or publishers take very kindly to the baseball extra for it has never been a profitable proposition from any standpoint. They are in most cities an added expense without any great gain and the principal benefit derived from them is the general publicity that we get for being up to date regarding sport. The circulation benefit that we get from it is that it helps to stimulate circulation during the summer months when there is naturally a decrease owing to vacations and, etc., which keeps our daily average up to a higher standard in our yearly statement.

Taking everything into consideration, I would say that whatever you may call it, "Baseball," "Late sporting and news" or just "Sporting extra" or "Final sport," the extra is a good thing from a circulation standpoint for you not only get an increase when circulation would otherwise fall off, but there is a great intangible value that comes from the general publicity that we get from being up to the minute and while your previous latest edition may show a falling off as a result of the addition of a later "latest edition" or "sporting extras," that would be true in any case, but is more than made up through the increase in sales of your final edition.

ON THE USE OF PREMIUMS.

A paper by Robert J. Corrigan, of the St. Louis Times, was entitled, "What to Do to Eliminate the Use of Premiums for the Promotion of Circulation." Some excerpts follow:

There is no doubt in my mind but that the unbridled use of premiums has created in many cities a condition whereby the newspaper is cheapened in the eyes of the public. It has produced a class of floaters who look only upon the inducement's intrinsic value, not caring a whoop as to the worth of the publication which accompanies the premium, and who, as "contract busters," are very busy performers.

The matter of increasing circulation—meaning city carrier subscriptions, country agents subscriptions and single mail—without the aid of premiums, is rather difficult of solution, considering that conditions differ in various sections of the country. However, we might try declaring a one-year holiday in the use of premiums.

I, for one, would not hesitate a moment in agreeing with my local brethren to dispense with premiums during the period of trial, and to concentrate upon perfecting the delivery to the home, to the corners, and to the dealers, as well as keeping in touch with my editors as to what news matter and features would aid in circulation increase.

MAURICE LEVY'S VIEWS.

Maurice Levy of the Cincinnati Post also talked on the premium problem. He spoke on how to increase circulation without the use of promotion schemes. He said:

In practically all cases the experience is that when a newspaper is forced to adopt some scheme other than the innate quality of the newspaper itself to attract subscribers, there is something wrong with that newspaper. Two things are necessary in building a large permanent circulation in any community: First, a good newspaper that gains and holds the confidence of its readers. Secondly, an efficient circulation department coupled with a sound business management.

The circulation department is the sales department and it is up to the circulation end to have a good efficient selling organization because, even with a first-class product, unless it is handled by a live sales force, the editor's effort is wasted. If the circulation department is efficient, if the selling organization is forceful and enthusiastic, if they take advantage of the news to create new business, if they make it possible for the prospective reader to get his paper promptly, and if they "cover up" thoroughly through every avenue possible to procure

(Continued on page 1118.)

A Million Lines of Advertising in May

The Pittsburg Leader Breaks Its Own Record

THE LEADER LEADS AGAIN!

A phenomenal record of increase in advertising was made by the Leader during the month of May.

The gain in advertising over the same month of the previous year reached the enormous total of

122,208 Agate Lines

The total advertising carried by the Leader last month was over

One Million Agate Lines

No other newspaper in the country can show such a record of GAIN as is presented by the Leader.

And this gain was made in a regular business way, without special editions or stimulations.

This tremendous volume of advertising and the immense gain is an accurate and eloquent testimonial of the Leader's standing as an advertising medium.

The business men who made the Leader their spokesman to the people were not experimenting.

The Leader was given this advertising because the Leader gives results.

There is a mutual feature to Leader advertising. Leader advertisers and Leader readers profit alike.

The Leader reader knows that the merchant who appeals to him through the Leader is offering bona fide wares at the most reasonable prices.

The Leader advertiser benefits by the confidence of the Leader reader in this newspaper and its advertisers.

That's one big reason why the Leader carried advertising last month that totals over

One Million Agate Lines

Verree & Conklin, Special Representatives,
Brunswick Building, New York. Steger Building, Chicago.
W. E. MOFFETT, Advertising Manager.

Best paper in town, anywhere, is the one that leads steadily in want ads.

In Meriden, Conn., The Record leads all the time.

CONVENTION BOOSTING

What the A. A. C. A. Publicity Committee Did to Bring a Crowd to Toronto—\$100,000 Worth of Space Contributed—250,000 Booklets Distributed Through United Cigar Stores—Car Cards Reach Thousands in United States and Canada.

Were men, whose duty it was to publicize the great Toronto Convention, dismayed to find themselves combating for public interest against such overwhelming odds on this side of the border as a war with Mexico, and on the other side a frightful steamship catastrophe, hardly second to the *Titanic* horror? They were not. An assemblage of advertising and business men such as is convening in Toronto at this time proves that never in the history of the Associated Advertising Clubs of America have there been quite so successful publicity efforts as have attended the present gathering with our brothers to the North. Backed by the indomitable spirit of the Canadian hosts a dozen wars could not have diverted the past masters of compelling public attention who compose the general publicity committee. Chairman Waldo estimates that well over \$100,000 worth of paid space alone has been secured, to say nothing of what appeared in the editorial columns.

It was a spirited fight from the start. Scarcely had the gong sounded than Barron G. Collier—himself, mind you, for this is important—brought into being a street car card which, for beauty and worth, will probably serve as a model in its line for years to come. It expressed, in emphatic way, the flashing of the searchlight of Truth on the business world. Worked across the sphere in clean crisp black letters was the following:

Are you doing your share toward upholding the movement for Truth in Advertising? Exert your personal influence—attend the great Convention at Toronto June 21-25

The color combination has been carefully planned in order to make the light effect as luminous as possible. A week before the Convention this card was "selling" Toronto in almost every city where street cars are.

Hardly less spectacular, when it came to planting the convention before the eyes of our citizens from coast to coast, was the co-operation obtained from the United Cigar Stores Company. It would not be possible to overestimate the value of this assistance, and the big step forward that is marked by the Associated Clubs being able to obtain it. To Charles E. Barker, director of the premium division, belongs the credit for not only having put the work through, but having financed it to its completion, so that there was not one penny of expense to be borne by the A. A. C. of A. With the hearty and unflagging aid of Charles R. Sherlock, advertising director of the United Cigar Stores Company, Mr. Barker and his associates on the premium division committee secured the printing and distribution of over two hundred and fifty thousand copies of the booklet prepared by Edward Mott Woolley.

Mr. Woolley, the renowned magazine writer, had written and donated to the Associated Clubs what came to be known as the "Blue Book" of the convention, a piece of advertising literature which, designed by C. H. Igou, does credit to the Associated Clubs in every way. Mayor Preston of Baltimore sent 2,500 to a selected list of business men in that city accompanied by a personal letter. A copy of the book was forwarded to each one of the 10,000 members of the Associated Clubs. Here Mr. Barker took up the great work by further distributing the Woolley booklet to every city in the United States of 30,000 population or more.

Mr. Barker lays especial emphasis on Mr. Sherlock's management of the sending out of the booklets, which included the printing of the bulletins, calling at-

posting companies of the Poster Association into a committee whose job it was to boost for Toronto in every possible way, A. M. (the only Bert) Briggs produced a twenty-four-sheet poster for them to distribute which could be read a block away. It was a stunning creation and now appears in cities too numerous to mention. Mr. Briggs' committee has erected on the convention grounds at Toronto what it terms a Class AA poster board for the purpose of posting the paper of different advertisers during the convention. During the convention a gang of bill-posters will be constantly working on the board, posting and covering the paper of about 250 different advertisers.

Every club secretary received for distribution blotters, flags, calendars, and art metal trays carrying advertising for

vention. William A. Thomson, director of the bureau reported that favorable replies were received from about 80 per cent. of the newspapers.

Frederic J. Haskin, whose articles have probably more readers than any other newspaper feature in the United States, contributed a series of three educational articles on the general subject of "Truth in Advertising". Illustrated by a photograph of President Woodhead and a number of striking convention views a syndicated newspaper story "When the Advertising Clans Gather in Toronto", was sent to the secretaries of each of the clubs. Edwin C. Hill, the star man on the New York *Sun* wrote this article and it was used generously. Photographs were sent to all of the illustrated national weeklies.

Advertising space secured in the general magazine field—the division in charge of C. D. Spalding—far surpassed anything previously given. When one contrasts the wonderful showing of this year with the very modest support given to the convention of 1911, the first year in which publicity for the Associated Clubs was seriously undertaken, the sixty odd magazines and weeklies this year made a showing which would be amazing were not the work of the Copy Committee, under the direction of Leroy Fairman, fully understood. Mr. Spalding reported that, with but two exceptions, both weeklies, every periodical approached was heartily cordial in its acceptance of the strong, convincing advertisements written by Mr. Fairman. Full page copy in standard sized magazines, and its equivalent in publications of flat make-up was accepted and run for one insertion in every case, and two in many, to a stupendous combined circulation of 14,644,000 readers.

FARM PAPERS HELP.

One hundred of the best farm papers in the country were requested to run space by T. D. Harman, Sr. Only one refused to respond promptly. Many of them asked for more copy.

Mason Britton reported similar results in the trade paper field. He said this year more important papers than ever gave space. Particularly gratifying was the fact that these publishers offered preferred position and even cover space.

Thirty religious weeklies used the announcement. W. J. McIndoe, director of this division, called attention to the fact that moreover a number of these papers in addition made editorial comments regarding the convention.

A special paragraph of praise should be devoted to those two Canadian princes of publicity, William G. Rook and Frank H. Rowe. It will interest advertising men on this side of the line to see how Mr. Rook as director of the Canadian division lined up the publications there. It has been a 100% showing—not one case of apathy to report, and this in addition to the very large contributions made by all Canadian publications to the expenses of caring for the Convention. If there is a man, woman or child in Canada today who does not know about the gathering, and what it stands for, he, she or it must certainly be deaf, dumb and blind.

Many of the larger daily papers throughout Canada ran the Publicity Committee's copy in splendid position. Toronto papers alone have a circulation of

(Continued on page 1121.)



GENERAL PUBLICITY COMMITTEE DIRECTORS.

- 1—O. J. Gude, Outdoor Division; 2—Louis Wiley, Newspaper Division; 3—Barron G. Collier, Street Car Division; 4—Charles E. Barker, Premium Division; 5—Richard H. Waldo, Chairman; 6—William G. Rook, Canadian Division; 7—C. D. Spalding, Magazine Division; 8—Frank H. Rowe, Press and News Division; 9—Lewellyn E. Pratt, Specialty Division; 10—Robert D. Heiml, Secretary; 11—T. D. Harman, Sr., Farm Paper Division; 12—Mason Britton, Trade Paper Division.

attention to the fact that the booklets might be had in the stores, and the display of these bulletins in the windows of every United Cigar Store throughout the country. Due to this neat piece of publicity work, it is safe to say that there is no devotee of the Goddess Nicotine dwelling in any American city who is not aware of this convention, its purposes, and the great desirability of being present there.

O. J. Gude waved a magic wand over New York City and there sprang up, particularly along Broadway, large and beautifully painted and illuminated signs. Constituting the thirty-five bill-

the Convention. Lewellyn E. Pratt, director of the specialty committee, saw to this.

Newspapers came through as never before. Louis Wiley head of the newspaper division started things by running a spread article in the *New York Times* and then sent this story to every prominent newspaper publisher in the country with a personal request that it be noticed. The Bureau of Advertising of the American Newspaper Publishers' Association sent copy for a series of three advertisements to 380 daily newspapers requesting the publication of these advertisements in the interest of the Con-

I. C. M. A. CONVENTION

(Continued from page 1109.)

Sacramento (Cal.), Bee, J. V. McClatchy. Saginaw (Mich.), Daily News, Frank G. McKinley. St. Louis (Mo.), World Color Printing Co., R. S. Grable. St. Paul (Minn.), Dispatch Printing Co., Jno. B. Cox. Salt Lake City (Utah), Evening Telegram, W. G. Weaver. Schenectady (N. Y.), Union Star, J. M. Annenberg. Scranton (Pa.), Daily News, O. R. Leeds. South Bend (Ind.), Daily Tribune, F. M. Hatch. Springfield (Mass.), Republican, E. C. Johnson. Springfield (Wash.), Union, John W. Nolan. Spokane (Wash.), Spokesman Review, H. A. Wenige. Toledo (Ohio), Blade, Leslie E. Neale. Toledo (Ohio), Times, F. A. Polhemus. Toronto (Canada), News, D. C. Frame. Toronto (Canada), World, John Lans. Toronto (Canada), Mail and Empire, W. J. Darby. Toronto (Canada), Star, W. L. Argue. Toronto (Canada), Telegram, Wm. Elder. Wichita (Kan.), Eagle, Sidney D. Long. Winona (Minn.), Republican Herald, J. E. Sarbacher. Youngstown (Ohio), Vindicator, C. B. Hoepfner.

LONG COMMENDS CIRCULATORS.

I. C. M. A. President Tells of Association's Work During Past Year.

Sidney D. Long, of the Wichita (Kan.) Eagle, in his presidential address to the I. C. M. A. said in part as follows: "The Membership Committee loaded up its guns early in the year that is past and gathered into its army of co-workers a large proportion of our entire membership. By the zeal and good

warm exhortation of the committee the many virtues and advantages of our Association spread like vapor to the non-members to the tune of 100 new members when the boat rang the bells for the first breakfast.

"I am sure that our members are all proud of the handsome and excellent official program they have received, which was gathered together and prepared by our J. M. Schmid of the News, Indianapolis, and the Program Committee. This is a most important feature of our association. The subjects and papers this year are very important in the operation of the circulation departments of the newspapers in whose service our members are employed.

"The trade journals have opened their columns to us and to every department of our association work and the workings of the association and the individual workings of our members have reached the eye of the publishers all over America and awakened a new and renewed interest in the tireless work of the circulation manager everywhere. We are proud of the things we do and proud to have the publishers know of them. J. W. Brown, publisher of THE EDITOR AND PUBLISHER, is here, Joe Savadel, business manager of the Fourth Estate, is here, also Mr. Frank J. Arkins of the Publishers' Guide.

"These gentlemen, all through the year have shown every enthusiasm in reflecting the good things the circulation managers have been doing. I am anxious to encourage our members to furnish news and articles on circulation to the trade journals. It develops each individual member and brings our activities before the publishers.

"During the year many of our members have been aided in procuring new positions and desired changes through the General Welfare Committee of our association. This is a most important department of our work and is of the greatest possible value to our members. The Publicity Committee under the faithful guidance of Brother Rose spread the good tidings of our convention forth in all of its coming glory."

BOSTON JOURNAL CHANGES.

F. W. Enright Resigns and W. A. Green Gets More Hale Stock.

The name of Frederick W. Wright, who for several months has occupied the position of assistant managing editor and business manager of the Boston Journal, was taken from the editorial page of that paper last week, and at the same time it became known that Walton A. Green, chief owner of the Journal, had received by transfer a considerable amount of the Journal stock.

Edgar D. Shaw, managing editor of the Journal, in a statement said that the severing of Mr. Enright's connection with the paper was the result of a decision made some time ago, and stated that the transfer of stock was from Matthew Hale, a former owner of the Journal to Mr. Green, and that the transfer was simply the consummation of the terms of an agreement entered into by the latter three months go.

Mr. Shaw said that neither the policies nor the control of the Journal were in any way changed by the two transactions, and he further declared that Mr. Green intended to become more actively associated with the work of the paper and would assume many of the duties which heretofore have been handled by the retiring assistant managing editor.

Mr. Enright began his work as assistant managing editor and business manager of the Journal about three months ago, when Mr. Green became a leading factor in the ownership and control of the paper. Prior to that Mr. Enright was editor and publisher of the Lynn Telegram.

Miss Sterne Wins Photo-Play Prize.

The first prize of \$1,000 in the New York Evening Sun's photoplay contest was won this week by Miss Elaine Sterne, of New York, by a five-reel play of modern society life, entitled "The Sins of the Mothers."

The Kansas City Star's Biggest Month

The Kansas City Star printed more newspapers last month than in any previous month in its history. Its circulation showed a gain of seventeen thousand copies per issue, over the same month a year ago.

The Kansas City Star is selling almost four hundred thousand copies a day---two hundred thousand every morning and every evening.

Here are the daily average figures for May:

Evening and Sunday -	1914	1913	Increase
Sunday -	199,745	182,985	16,760
Morning	196,627	179,371	17,256

All waste and free copies deducted.

The Weekly Kansas City Star has 325,580 subscribers who have paid in advance for one year, an increase of 34,850 over the same month a year ago.

WE CAN PROVE IT!

Let us send you the names of twenty-five of the best known circulation managers in the United States who will state to you or anyone else that this

De Luxe Sewing Set

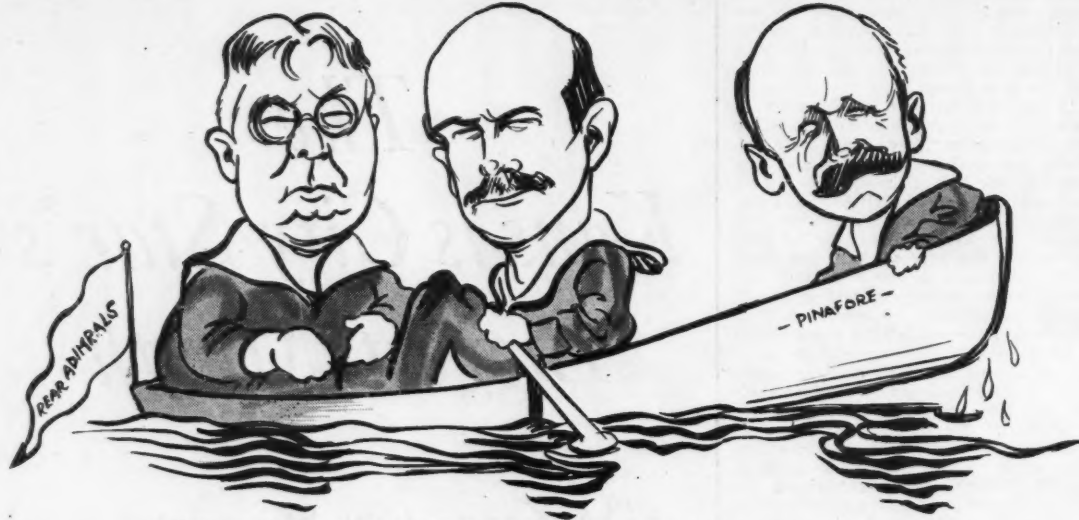
is the best business puller they have used in years and that its low cost makes it the most wonderful premium on the market today. Over 300,000 sold in the past six months.



Cuts, plans, advertising copy and samples furnished for the asking.

S. Blake Willsden & Company

1606 Heyworth Bldg., CHICAGO



FIRST, McLEAN, AND LITTLE, THREE WISE I. C. M. A. MEN IN A BOAT.

CIRCULATION TOPICS

(Continued from page 1115.)

business, then the newspaper that is made right should grow in circulation without the use of premiums. Advertisers realize that "premium-built" circulation cannot be as profitable as advertising in the newspaper to which the reader subscribes because he wants the newspaper alone and not because of any inducement offered.

More Circulation at a Profit.

We have succeeded in showing several publishers of **TRADE AND GLASS PUBLICATIONS** how to get more subscriptions—the yearly paid-in-advance kind—at less cost than any other method ever tried by them before. In several instances a substantial profit was secured on each new subscription.

Get in touch with our Service Department, and it's very likely that we can obtain

SIMILAR RESULTS FOR YOU

The Winthrop Coin Card method of securing subscriptions can be applied successfully to any publication. Write for details, prices and samples. Send sample copy of your publication, and we'll submit plans for a result-producing effort.

THE WINTHROP PRESS

141 East 25th Street, New York City.

Newspaper Correspondents

Increase your list of papers by registering in the forthcoming edition of the **Newspaper Correspondents Directory**. A stamp will bring you information which should be of material help to you.

National Association Newspaper Correspondents

Germania Savings Bank Building
PITTSBURGH, PA.

John B. Gallagher & Co.

Feature Industrial Trade } **Editions**

Tulane-Newcomb Building
NEW ORLEANS, U. S. A.

ON YOUR VACATION.

Trial Editorials will be sent free before you leave and you can pick out suitable ones for use in your absence. Remember, they cost you nothing.

BRUCE W. ULSH
Prestige Builder Wabash, Indiana

In short, it is a newspaper's business to publish and sell a newspaper that will do the largest good for the people in its community. But it is no part of a newspaper's business to compete with the established business of merchants in the selling of merchandise—merchants who spend real money in the columns of those same newspapers to sell the same kind of merchandise.

WHAT ABOUT NON-READERS.

J. M. Annenberg, of the Schnectady (N. Y.) Union-Star, was assigned the topic, "Is It Worth While to Keep the Names and Addresses of Non-Readers of Your Paper?" He replied in part:

I believe that in cities of 200,000 or less the system of having a complete record of the names and addresses of the non-readers of your paper and especially in cities where there is a carrier system of any kind, is of great value to both the circulation and advertising departments. The value of lists of non-readers shows at once your greatest opportunity or easy field in which to increase your circulation.

Sometime ago we made a canvass of our city, primarily to get more subscribers. This list has brought many advantages to us not only by knowing where our circulation exists, but where the people were who were not reading our paper and what paper they did read.

In the country and especially in small villages, the complete list of the non-readers would also be of great value. In sections where people read your paper to get the latest and best commercial bargains and come to your city to do their trading, you can write to them, explaining in full why they should read your paper in preference to others, offer them inducements to become readers.

CIRCULATION METHODS.

In a well-prepared paper on "The New Movement in Circulation Methods," George L. Geiger, of the Salt Lake Tribune, said in part:

These are the days of higher business ethics. The new movement is one toward sane, scientific circulation building and systematic retention of business thus built. Columbus among publishers and advertisers are constantly discovering new worlds which are no sooner discovered than pioneered, cultivated and developed.

The advertiser is no longer hoodwinked, bamboozled or even impressed by violent claims and large figures. You may have a million or only a thousand readers, but what he wants to know is what kind of readers they are. The publisher nowadays sells circulation as clearly defined, segregated and tagged as bolts of cloth in a tailor shop, or as songs in a music store.

The modern movement covers a tendency toward co-operation among all departments within a publishing plant. All methods are undergoing a process of renovation and reconstruction to meet the new movement's

Can You Account for Yourself?

Do you know what you should be capitalized at as a human machine? Do you earn interest on yourself? Are you creating a replacement fund? Do you know what cost accounting means? If you do not,—read

THE PROFITABLE WAGE
By Ed. E. Sheensgreen

Over one hundred and fifty pages of practical economics for the banker, the manufacturer, the employer, the employee—all students of economics. It reduces thrift to a science and shows how to turn losses into profits. Cloth, \$2.00 a copy, postage 10 cents. Cut out this ad. and send in with your order. Now, THE STANDARD COST FINDING SERVICE CO. Desk No. 9, Monadnock Block, Chicago, Ill.

higher ideals. There is a growing demand for greater efficiency, thoroughness, but not ruthlessness, in seeking new readers; and patience, but not undue insistence, in retaining them once obtained. After all is said and done, is not the new movement a matter of quality instead of quantity—the building of circulation as a merchant builds customers; to use promotion methods selected carefully—to build for tomorrow and the day after, rather than to make a gain at tomorrow's cost?

AS TO PAID NEWSBOYS.

Answering to the assigned topic "Of what advantage is the paid newsboy as a hustler on the street corners of a large city? Can't he be eliminated without injury to the circulation of newspapers employing him? If so, how?" J. J. Lynch, of the Cleveland Press, replied:

I am first, last and always opposed to paid hustlers. The hustler who receives a salary lays down on the job at every opportunity, and instead of hustling his papers for the profit in them, he immediately begins to ditch them, so as to make good showing in order to force an increase in salary to make his job good. He also discourages the introduction of new boys in the field and becomes a bull-dozer and a source of annoyance. A newspaper that cannot exist without the paid hustler is not the kind of a newspaper that the public wants to buy and the paid hustler is not going to put any such publication on top.

PERMANENT SOLICITORS.

J. R. Henderson, of the Montreal Gazette, read a paper on "Does It Pay to Maintain a Permanent Force of City Solicitors?" Some of his remarks follow:

My experience with a good strong crew, with a good premium, and men working on a straight commission basis of one dollar for every 12 or 18 months' contract that is delivered, has been very satisfactory. Of course you have to be very careful to get the right sort of a delivery man; see that he thoroughly understands his work, and is strong enough to hold up prospective subscribers who show signs of wanting to get out of the contract they have signed.

The method of paying your crew manager needs much careful thought. If you can get a good, straight man you know you can trust, I find it a good plan to collect enough down on the delivery of the premiums to pay your canvasser, and leave a margin for your crew manager to pay all cost of delivery, etc., and still leave him sufficient for a good salary for himself. I have had a force of men at work almost all the time for the past year, and have used a premium good enough to allow us to collect \$2.70 over and above the subscription price of the paper, divided as follows: \$1.50 on delivery and 50 cents per month for 12 months, which is 10 per cent. per month over the regular subscription price of the paper.

This amount is divided as follows: One dollar to the canvasser and 50 cents to the crew manager, out of which he pays all expenses in connection with the delivery, the paper getting the other \$1.20. As the premium used has been costing us about \$2.20, our new subscribers have been costing us about one dollar each, which is about the usual commission paid by other papers for a 12 months' order.

The Philadelphia Press
mat service—it's great—8 pages of high grade features—the output of one of the best organizations in the country.

WOMEN'S WORLD OF WORK
Between Season Gowns
Problems of Everyday Life. A Helpful Page for the Housewife. Finances of the Family. To be Happy and Healthy.

You see how they run!
Send for sample pages.

World Color Printing Co.
ST. LOUIS, MO.
Established 1900 R. S. Grable, Mgr.

USE
UNITED PRESS
FOR
Afternoon Papers
General Offices, World Bldg., New York

The Proof — RESULTS
The sensation of the recent American Newspaper Publishers' Association Convention in New York was the display by Newspaper Feature Service.

No better circulation-making and circulation-holding features have ever been turned out. The records show.

Let us send you samples of our colored comics, daily magazine pages, and Sunday magazine pages in black and colors.

Newspaper Feature Service
M. KOENIGSBERG, Manager
41 Park Row New York City

Pony Reports
BY TELEPHONE
Day or Night
All the news up to press time.

For rates and details write to
International News Service
200 WILLIAM ST., NEW YORK CITY

Daily Half-Tone Fashions
A 2-in-1 service
Double value, same price, same space. Type mats, too.

The International Syndicate
Baltimore

MOST CONVENIENT
News matrix service in the market—saves time, patience, money.
Central Press Association, Cleveland

NEWS IS NEWS, AS BOYS ARE BOYS
Sometimes it's rather thin
but **COLORING IS DISLOYAL**, and **FAKING IS A SIN**
For an **AUTHENTIC, UNCOLORED, PROMPT NEWS SERVICE**
apply to
THE CENTRAL NEWS OF AMERICA,
26 Beaver Street, New York.

New Jersey's
Leading 7 Day Paper
Trenton Times

More circulation than corresponding period in 1913
 U. S. Report, 23,985 Paid
 and 200,000 more lines of display advertising

Kelly-Smith Co.
 CHICAGO NEW YORK
 Lytton Bldg. 220 Fifth Ave.

LEADER

In the first five months of 1914, as in the entire twelve months of 1913, The New York Times led all New York newspapers in volume of general advertising—not counting help, situation or medical advertisements. All that is objectionable refused by The Times.

In the first five months of 1914 The New York Times published a total of 4,094,698 agate lines of advertising, including advertisements for help, situations, etc.; 113,904 agate lines more advertising than in the corresponding five months a year ago—the ONLY gain made by a New York morning newspaper for that period.

The Catholic Tribune - (English)
Katholischer Westen - (German)
Luxemburger Gazette - (German)

We will be delighted to supply sample copies and sworn net paid circulation figures covering the past month or the past year.

Our figures are net—all exchanges, advertisers' copies, free and unsold papers being deducted.

CATHOLIC PRINTING CO.
 Dubuque, Iowa

Buffalo News
EDWARD H. BUTLER
 Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

Foreign Advertising Representatives
KELLY-SMITH COMPANY
 220 Fifth Avenue Lytton Building
 NEW YORK CHICAGO

If your Product or Proposition is Worthy, tell about it in the

NEW YORK TRIBUNE

and be fully assured of Satisfactory Response.

THE NEW ORLEANS ITEM
 As They Told It to Uncle Sam
3D U. S. P. O. STATEMENT

The New Orleans Item.....53,901
 The Daily States.....32,532
 The Times-Democrat.....25,242
 The Picayune.....20,837

That's why The Item every week in the year carried more paid advertising of any and all kinds.

THE JOHN BUDD COMPANY
 Advertising Representatives
 New York Chicago St. Louis

ADVERTISING SYSTEM.

The Optimist As Advertising Manager Explains the Organization of His Department—Value of Experience Meetings in Helping the Solicitors to Get Business—Some Wrinkles That Are Worth While Knowing.

By THE OPTIMIST.
 [The Optimist is a Boston newspaper man who contends that newspaper work, when compared with other lines, offers a better chance for a man to reach the place his ability merits. His opportunities are country wide. In support of this contention he secures three positions—managing editor, circulation manager and advertising manager. His views on each of these positions are set forth in three articles written for the Editor and Publisher. The first appeared in our issue of May 30. The second appeared last week. The concluding article is printed below. Any one desiring to get in touch with the author can do so by writing to this office.—Ed.]

"When you passed through the office last night," said the Optimist to the Boss, "and saw about thirty of us gathered in an experience meeting I noticed you looked something more than surprised. Perhaps I guessed rightly in reckoning that your first thought was: 'Some foolish frills of book-taught selling methods' and that your second thought was: 'All these men in the advertising department? Ought to be a pretty good place to cut expenses.'"

"It's my business to anticipate and avert trouble—inside the office as well as outside. If you'll give me ten minutes I'd like to explain something of what I am trying to do. Especially I'd like the chance because I've been here only three months and my observation has been any man is an object of suspicion and some distrust during the first year of his service."

"Go ahead," said the Boss.
 "Let me put some of it in the form of a personal narrative. I have been advertising solicitor on three newspapers. On the first day in each office I went to the advertising manager for instructions and information. 'What are your selling arguments?' I asked. Always the answer was: 'We've got blank thousands circulation and ours is the result-bringing character of circulation. Furthermore, our rate is ridiculously low considering the kind and quantity of circulation we have. Now go out and get the business.'"

HOW THEY GOT BUSINESS.
 "Some of us did get business. One man got it by wearing down the resistance of a number of people. They threw him a sop of advertising space as you would throw a bone to a dog. Another got it on the friendship basis. He was a mighty likeable chap and they hated to tell him 'no.' A few of the rest of us worked out a system shaped by experience, disappointments, rebuffs, accidents and an occasional stroke of good fortune.

"As my understanding of advertising problems increased I determined that if ever I came to be manager of an advertising department I would be a manager with a definite plan of action. Consequently while I was still a solicitor I was constructing my system. Finally my chance came and I was made advertising manager. I organized my department on the lines I wanted. It worked. It worked so well that you heard of my record and you sought me out and bought me away. Now I want to do a similar piece of work here.
 "I want you to understand what is going on, however. My whole system is based on two principles: (1) A man's education is never finished and (2) efficiency comes from co-operation.

ABOUT THE SYSTEM.
 "In the first place I won't tolerate on my force any man who hasn't a whole hearted ambition to improve. I don't want men who are working directly for money. My men must work for increasing results, satisfied that more money will come when they have proved their worth. And it must come. If their spirit is to be maintained they must be satisfied of my fairness, of my willingness to reward them.
 "Having gotten my men, I put them in the way of a better education as

salesmen. That comes in many ways. I help them directly so far as I can with suggestion and advice. I put business publications before them. Perhaps you have noticed an expense voucher for subscriptions to several of the chief advertising and business men's publications. Every one of them goes from hand to hand through the department, each man's name checked off after he has had it. I have no delusion that a man can make himself a salesman by reading books on the picturesque experiences of the magazine story trade conqueror. I do maintain, however, that this line of reading has much that provides inspiration for extra effort.

THE CHIEF AGENCY.
 "The chief agency of development, however, is the weekly staff meeting. Attendance is entirely voluntary. Yet last night every member of the advertising staff was there except one—and he was kept away by his wife's illness. Further, if you had had time to notice you would have seen that there was also present the whole classified department, two counter boys, two bookkeepers, one circulation man and one man from the news department. They are ambitious to become salesmen some day and they find these meetings worth while.

"Here's what we do. First, I take up the department's record of the preceding week as compared with the same week a year ago. You know that we are well ahead, of course. Perhaps you don't know that we are, each week, out for a greater percentage increase than any previous week has shown. That constitutes the game. Our men are always playing a game, winning when the percentage mounts, losing when it drops.

"Along with our own record goes the statement of what the other fellows are doing, treated in the same way—by increases or decreases and by percentage increase or decrease.

TALKING THINGS OVER.
 "After that is over, comes the period for experience and questions. One man tells of business development in one part of the city. Another relates a significant selling talk he had with one of his customers. Another tells the results a customer had—a story that can be used by all as testimony of the paper's value. Others bring up problems for discussions. Jones, the furniture man, won't even see one of our men. Who knows Jones well enough to suggest some way of getting his attention? Smith used the paper three years ago and was dissatisfied but won't explain wherein it fell down. Who knows anything about Smith's tryout and why it didn't make good? Brown says he will try out the paper and pay for it if the campaign makes good, we to charge nothing if it fails. What is the best line of argument to use in such a case? So it goes. Everybody questions; everybody helps to answer.

"When that period is over we enact a salesman's visit. One man is the merchant. Another is the advertising solicitor. One offers all the objections he can discover. The other presses him with argument, suggestion and selling talk. At the end the audience decides by vote whether the man was sold.
 "Finally I give a little talk in which the general situation is treated, events of the night reviewed and especially the immediate future considered. If we are running behind our hopes in the furniture line, that is discussed; if the season of closing-out sales is at hand that fact is emphasized, and so on. Through it all I try to be definite in suggestion and practical in encouragement."

The Optimist paused, waiting the Boss' comment.
 "Go ahead," said the Boss. "It looks good to me."

Peter Buys Bloomfield Germania.
 Val J. Peter, publisher of the Omaha (Neb.) Daily Tribune, a German newspaper, has purchased the subscription list of the Bloomfield Germania, a weekly paper, and will consolidate it with the list of the Tribune.

THE EDITOR AND PUBLISHER, \$2 a year.

THE PITTSBURG PRESS
 Has the Largest
 Daily and Sunday
CIRCULATION IN PITTSBURG
 Foreign Advertising Representatives
I. A. KLEIN, Metropolitan Tower, N. Y.
JOHN GLASS, Peoples Gas Bldg., Chicago

THE NEW YORK EVENING MAIL
 carries more advertising than any other high-class evening newspaper in its field. It pays to advertise in a paper that enjoys the full confidence of its readers.
 Average net paid circulation for month of April, 1914,
161,365
 For highest efficiency advertise in
THE EVENING MAIL

There is no Duplication or Substitution in
Pittsburg Leader
Circulation
 Ask us about the Pittsburgh Territory and in what way the Leader is the important paper.
VERREE & CONKLIN
 Foreign Representatives
Steger Building, Chicago
Brunswick Bldg., New York

One priceless aid to advertisers is given by this paper. It is the FAITH of its readers.

THE PITTSBURGH SUN
 CONE, LORENZEN & WOODMAN
 Foreign Representatives
 New York, Kansas City, Chicago

Get the Best Always
The Pittsburg Dispatch
Greater Pittsburg's Greatest Newspaper
 WALLACE G. BROOKE,
 Brunswick Building, New York
 HORACE M. FORD,
 People's Gas Building, Chicago
 H. C. ROOK,
 Real Estate Trust Building, Philadelphia

The Peoria Journal
 "Guarantees a larger bona fide circulation than any other Peoria newspaper and also guarantees as much city circulation, in Peoria and Pekin, as both other Peoria newspapers combined."
H. M. Pindell, Proprietor
 Chas. H. Eddy, Fifth Ave. Bldg., New York
 Chas. H. Eddy, Old South Bldg., Boston
 Eddy & Virtue, People's Gas Bldg., Chicago

RECOGNIZED ADVERTISING AGENTS.

OFFICIAL LIST PREPARED BY THE AMERICAN NEWS-PAPER PUBLISHERS' ASSOCIATION REVISED TO JUNE, 1914.

A Advertising Department Co. (Inc.), Leader Bldg., Cleveland Ohio. Allen Adv. Agency (Inc.), 118 W. 32d St., N. Y. City. American Sports Pub. Co. (Inc.), 21 Warren St., N. Y. City. Amsterdam Adv. Agency (Inc.), 1178 Broadway, N. Y. City. Amfeger, Louis E., Holland Bldg., St. Louis, Mo. Arkenberg-Machen Co. (Inc.), The Nasby, Toledo, Ohio (Classified). Armstrong, Collin, Incorporated, 115 Broadway, N. Y. City. Atlas Adv. Agency (Inc.), 450 Fourth Ave., N. Y. City. Ayer, N. W., & Son, 300 Chestnut St., Philadelphia, Pa.; Fifth Ave. Bldg., N. Y. City. Ayres, H. E., & Co., 164 Federal St., Boston, Mass. B Baer, Joseph E., (Inc.), 251 Fifth Ave., N. Y. City. Baker Adv. Agency, Ltd. (Inc.), 16-20 Wellington St., East Toronto, Ont. Ballard Adv. Co. (Inc.), 1328 Broadway, N. Y. City. Barber, J. W., Adv. Agency (Inc.), 338 Washington St., Boston, Mass. Barnes, Jean Dean, 354 Fourth Ave., N. Y. City. Bates Adv. Co. (Inc.), 15 Spruce St., N. Y. City. Batten, Geo. Co. (Inc.), Fourth Ave. Bldg., N. Y. City. Benson, Campbell & Slaten, Corn Exchange Bank Bldg., Chicago, Ill. Birch-Field & Co. (Inc.), 110 W. 40th St., N. Y. City. Blackburn Adv. Agency, Patterson Bldg., Dayton, O. Blackman-Ross Co. (Inc.), 95 Madison Ave., N. Y. City. Blaine-Thompson Co. (Inc.), Fourth Nat. Bank Bldg., Cincinnati, O. Bloomingdale-Weiler Adv. Agency, 1420 Chestnut St., Philadelphia, Pa. Blum, Charles, Adv. Corporation (Inc.), 605 Chestnut St., Philadelphia, Pa. Blumenstock Bros. Adv. Agency (Inc.), Chemical Bldg., St. Louis, Mo. Bond, Arthur T., 20 Central St., Boston, Mass. Boston News Bureau Co. (Inc.), 30 Kilby Street, Boston, Mass. Bowers, Thos. M., Adv. Agency, Rector Bldg., Chicago, Ill. Brackett-Parker Co. (Inc.), 77 Franklin St., Boston, Mass. Bromfield & Field (Inc.), 171 Madison Ave., N. Y. City. Buchanan, John, Adv. Agency, 176 Federal St., Boston, Mass. C Calkins & Holden (Inc.), 250 Fifth Ave., N. Y. City. Campbell-Ewald Co. (Inc.), Wayne Co. Bank Bldg., Detroit, Mich. Canadian Advertising, Ltd. (Inc.), 4 Hospital St., Montreal, Canada. Capehart's Mailbox Methods (Inc.), 450 Fourth Ave., N. Y. City. Carpenter & Corcoran (Inc.), 26 Cortlandt St., N. Y. City. Chambers Agency (Inc.), Hibernia Bank Bldg., New Orleans, La. Chappelov Adv. Co. (Inc.), International Life Bldg., St. Louis, Mo. Charles Adv. Service (Inc.), 23-25 E. 20th St., N. Y. City. Cheltenham Adv. Service (Inc.), 150 Fifth Ave., N. Y. City. Chesman, Nelson, & Co. (Inc.), 1127 Pine St., St. Louis, Mo.; Goddard Bldg., Chicago, Ill.; Fifth Ave. Bldg., N. Y. City; Times Bldg., Chattanooga, Tenn. Clark-Whitcraft Co. (Inc.), 41 So. 15th St., Philadelphia, Pa. Clarke, E. H., Adv. Agency (Inc.) Steger Building, Chicago, Ill.; 37 W. 39th St., N. Y. City. Clough, John L., Adv. Agency, Merchants Bank Bldg., Indianapolis, Ind. Cochran, Witt K., Adv. Agency (Inc.), Boyce Bldg., Chicago, Ill. Colton, Wendell P. (Inc.), 165 Broadway, N. Y. City. Cone, Andrew, Gen. Adv. Agency (Inc.), Tribune Bldg., N. Y. City. Constantine Adv. Co. (Inc.), Globe Bldg., Seattle, Wash. Cooner Adv. Co. (Inc.); Bankers' Investment Bldg., San Francisco, Cal. Corning Adv. Agency, Dispatch Bldg., St. Paul, Minn. Cowen Co. (Inc.), 50 Union Square N. Y. City; John Hancock Bldg., Boston, Mass. Cramer-Krasselt Co. (Inc.), 354 Milwaukee St., Milwaukee, Wis. Crosby-Chicago (Inc.), Pullman Bldg., Chicago, Ill. Cross, J. H., Adv. Co. (Inc.), 1524 Chestnut St., Philadelphia, Pa. D Dake Adv. Agency (Inc.), 432 South Main St., Los Angeles, Cal.; 121 Second St., San Francisco, Cal. Daken Adv. Agency, White-Henr- Bldg., Seattle, Wash. Danielson & Son, 96 Westminster St., Providence, R. I. D'Arcy Adv. Co. (Inc.), International Life Bldg., St. Louis, Mo. Darlow Adv. Co. (Inc.), City Nat. Bank Bldg., Omaha, Neb. Dauchy Co. (Inc.), 9 Murray St., N. Y. City. Davis, J. W. Railway Exchange Bldg., Chicago, Ill.

Debevoise, Foster, Co. (Inc.), 15 W. 38th St., N. Y. City. Decker, Henry, Ltd., Fuller Bldg., N. Y. City. Desbarats Adv. Agency, Ltd., Unity Bldg., Montreal, Canada. Dietz, Ottomar, Adv. Bureau (E. E. Neugebauer), 140 Nassau St., N. Y. City. Dobbs, William F., Danbury, Conn. Dollenmayer Adv. Agency (Inc.), Lincoln Bldg., Minneapolis, Minn. Donovan & Armstrong, Commonwealth Bldg., Philadelphia, Pa. Doremus & Co. (Inc.), 44 Broad St., N. Y. City. Doremus & Morse, 50 Pine St., N. Y. City; 189 West Madison St., Chicago, Ill. Doerand Adv. Agency, Preston Bldg., Atlantic City, N. J.; 366 Fifth Ave., N. Y. City. Doughty, Chas. L., 519 Main St., Cincinnati, O. Dukelow & Walker Co. (Inc.), 246 Washington St., Boston, Mass. Dunlap-Ward Adv. Co. (Inc.), 123 W. Madison St., Chicago, Ill. Dunne, Desmond Co. (Inc.), 30 E. 42d St., N. Y. City. Dyer, Geo. L. Co. (Inc.), 42 Broadway, N. Y. City. E Earnshaw-Lent Co. (Inc.), 80 Maiden Lane, N. Y. City. Eddy, Louis O., Marshall Field Bldg., Chicago, Ill. Edwards, Geo. W., & Co., 323 Chestnut St., Philadelphia, Pa. Elliott, A. R. (Inc.), 62 W. Broadway, N. Y. City. Ellis, A. W. Co., 10 High St., Boston, Mass. Erickson Co. (Inc.), 381 Fourth Ave., N. Y. City. Erickson, E. N., Adv. Agency, 21 Park Row, N. Y. City. Ewing & Miles (Inc.), Flatiron Bldg., N. Y. City. F Fairfax, H. W., World Bldg., N. Y. City. Fenton & Gardiner (Inc.), 286 Fifth Ave., N. Y. City. Fernberger Adv. Agency (Inc.), Empire Bldg., Philadelphia, Pa. Ferry-Hanly-Schott Adv. Co. (Inc.), Commerce Bldg., Kansas City, Mo. Finch, L. J., 1364 Broadway, N. Y. City. Finney, W. B., Adv. Co., Keith & Perry Bldg., Kansas City, Mo. Fisher-Steinbruegge Adv. Co. (Inc.), 1627 Washington Ave., St. Louis, Mo. Foley, Richard A., Adv. Agency, Bulletin Bldg., Philadelphia, Pa. Fowler-Simpson Co. (Inc.), 1900 Euclid Ave., Cleveland, O. Frank Albert & Co. (Inc.), 26 Beaver St., N. Y. City. Fuller, Chas. H. Co. (Inc.), 623 So. Washab Ave., Chicago, Ill.; Morgan Bldg., Buffalo, N. Y. Fuller & Smith, Engineers Bldg., Cleveland, O. G Gagnier Adv. Service, Graphic Arts Bldg., Toronto, Can. Gardner Adv. Co. (Inc.), Kinloch Bldg., St. Louis, Mo. Globe Adv. Agency (Inc.), 85 Washington St., South Norwalk, Conn. Goldsmith Co., 207 Market St., Newark, N. J. Gould, M. P., Co., 120 West 32d St., N. Y. City. Goulston, Ernest J., Adv. Agency, 18 Tremont St., Boston, Mass. Gratz, Alfred, 1001 Chestnut St., Philadelphia, Pa. Grav, F. A., Adv. Co., Dwight Bldg., Kansas City, Mo. Green, Carl M., Co. (Inc.), Free Press Bldg., Detroit, Mich. Greene Adv. Co. (Inc.), 530 Atlantic Ave., Boston, Mass. Greer, S. Agency, Oppenheim Bldg., St. Paul, Minn. Guenther, R. (Inc.), 115 Broadway, N. Y. City. Guenther-Bradford Co. (Inc.), 64 W. Randolph St., Chicago, Ill. Gundlach Adv. Co. (Inc.), Peoples Gas Bldg., Chicago, Ill. H Hanf-Metzger (Inc.), 95 Madison Ave., N. Y. City. Hannah, Henry King, 277 Broadway, N. Y. City. Hartzell, J. H., Co., Bulletin Bldg., Philadelphia, Pa. Haulenbeck, G. H., Adv. Agency (Inc.), 2 W. 45th St., N. Y. City. Hays Adv. Agency, 196 Main St., Burlington, Vt. Hebban & Bro., 116 Nassau St., N. Y. City. Hicks Adv. Agency (Inc.), 132 Nassau St., N. Y. City. Hill, W. S., Co. (Inc.), Vandergrift Bldg., Pittsburgh, Pa. Hill & Trevon (Inc.), First Nat Bank Bldg., Pittsburgh, Pa.; 29 W. 38th St., N. Y. City. Holliday's Adv. Agency, Boyce Bldg., Chicago, Ill. Holmes, Frances, 524 South Spring St., Los Angeles, Cal. Home Adv. Service, Wells Fargo Bldg., San Francisco, Cal. Hoopes, E. M., 516 Market St., Wilmington, Del. Hoops Adv. Co. (Inc.), Tribune Bldg., Chicago, Ill. Honebton, Walter L., Adv. Agency (Inc.), Kinney Bldg., Newark, N. J. Howard Adv. Co. (Inc.), Security Bldg., Chicago, Ill.

Howard, E. T. Co., Inc., 432 Fourth Ave., N. Y. City. Howland, H. S., Adv. Agency, Inc., 20 Broad St., N. Y. City. Hoyt, Chas. W., 120 W. 32d St., N. Y. City. Hull, W. H. H., & Co. (Inc.), Tribune Bldg., N. Y. City. Humphrey, H. B. Co. (Inc.), 44 Federal St., Boston, Mass. I Ireland Adv. Agency (Inc.), 925 Chestnut St., Philadelphia, Pa. Ironmonger, C., Adv. Agency, 18-20 Vesey St., N. Y. City. J Johnson Adv. Corporation (Inc.), 20 E. Jackson Boulevard, Chicago, Ill. Jones, Wylie B., Adv. Agency (Inc.), Binghamton, N. Y. K Kastor, H. W., & Sons Adv. Co. (Inc.), Mercantile National Bank Bldg., St. Louis, Mo.; Lytton Bldg., Chicago, Ill.; Gumbel Bldg., Kansas City, Mo. Kay, Roland Co. (Inc.), 172 Washington St., Chicago, Ill. Keane, N. W., 99 Nassau St., N. Y. City. Kiernan, Frank & Co., 189 Broadway, N. Y. City. Kirtland, B. F., Adv. Agency, Lytton Bldg., Chicago, Ill. Klein, Chas. T., 151 W. 96th St., N. Y. City. Koch, Otto J., Adv. Agency (Inc.), University Bldg., Milwaukee, Wis. Kollock, Edward D., 201 Devonshire St., Boston, Mass. L Lawyers' Adv. Co. (Inc.), 95 Liberty St., N. Y. City. Leddy, John M., 41 Park Row, N. Y. City. Lee, L. K., Dispatch Bldg., St. Paul, Minn. Lee-Jones (Inc.), Republic Bldg., Chicago, Ill. Lesan, H. E., Adv. Agency (Inc.), 440 Fourth Ave., N. Y. City; Old Colony Bldg., Chicago, Ill. Levey, H. H., Marbridge Bldg., N. Y. City. Levin & Bardt Adv. Agency, 1269 Broadway, N. Y. City. Lewis Agency (Inc.), District National Bank Bldg., Washington, D. C. Lewis, Walter C., Co. (Inc.), Equitable Bldg., Boston, Mass. Lindeman, S. O., Adv. Corporation, Mutual Bldg., Richmond, Va. Lord, Thomas (Inc.), Mallers Bldg., Chicago, Ill.; 290 Fifth Ave., N. Y. City. Loyd, Sam, Adv. Agency, 246 Fulton St., Brooklyn, N. Y. Lyddon & Hanford Co. (Inc.), Cutler Bldg., Rochester, N. Y.; 200 Fifth Ave., N. Y. City. M McAtamney, Hugh C., Woolworth Bldg., N. Y. City. McCann, H. K., Co. (Inc.), 11 Broadway, N. Y. City. McGuckin, Eugene, Co., Morris Bldg., Philadelphia, Pa. McJunkin, Wm. D., Adv. Agency (Inc.), 35 So. Dearborn St., Chicago, Ill. McKim, A., Ltd., Lake of the Woods Bldg., Montreal, Can. McMullen, Robt. M., Co. (Inc.), Cambridge Bldg., N. Y. City. MacLay & Mullaly Bros., 60 Broadway, N. Y. City. MacManus Co. (Inc.), Detroit Journal Bldg., Detroit, Mich. MacMartin Adv. Co., Security Bank Bldg., Minneapolis, Minn. Macpherson-McCurdy, Ltd. (Inc.), Bell Block, Winnipeg, Can. Mahin Adv. Co. (Inc.), 104 S. Michigan Ave., Chicago, Ill.; 30 E. 42nd St., N. Y. City. Mallory, Mitchell & Faust (Inc.), Security Bldg., Chicago, Ill. Manufacturers' Publicity Corp. (Inc.), 30 Church St., N. Y. City. Marsh, Edward H., Adv. Agency, Besse Bldg., Springfield, Mass. Massengale Adv. Agency (Inc.), Candler Bldg., Atlanta, Ga. Mathews, R. A., Adv. Agency, Marquette Bldg., Chicago, Ill. Matus-Menz Adv. Co. (Inc.), Bulletin Bldg., Philadelphia, Pa.; Tribune Bldg., N. Y. City. Metropolitan Adv. Co. (Inc.), 6 Wall St., N. Y. City. Mitchell, Geo. L., & Staff (Inc.), 421 Chestnut St., Philadelphia, Pa. Morgan, J. W., Adv. Agency, 44 E. 23d St., N. Y. City. Morris, Herbert M., Adv. Agency, 400 Chestnut St., Philadelphia, Pa. Morse Adv. Agency, 35 Milwaukee Ave. W., Detroit, Mich. Morse International Agency (Inc.), Dodd-Mead Bldg., N. Y. City. Moses Adv. Service, Munsey Bldg., Baltimore, Md. Moss-Chase Co. (Inc.), 110 Franklin St., Buffalo, N. Y.; Post-Standard Bldg., Syracuse, N. Y. Muller, J. P., & Co. (Inc.), 220 West 42d St., N. Y. City. Mumm-Romer Co. (Inc.), Spahr Bldg., Columbus, O. Murray Hill Adv. Agency, 200 E. 23d St., N. Y. City. Murray, John F., Adv. Agency (Inc.), 17 Battery Place, N. Y. City. N Nowitt Adv. Agency (Inc.), Hollingsworth Bldg., Los Angeles, Cal. Nicholas-Finn Adv. Co. (Inc.), 222 South State St., Chicago, Ill. Nolley Adv. Agency (Inc.), Licht, Lombard and Balderston Sts., Baltimore, Md.; Knabe Bldg., N. Y. City. Norris-Patterson, Ltd., Mail Bldg., Toronto, Can. Northwestern Adv. Agency, Essex Bldg., St. Paul, Minn. O O'Keefe, P. F., Adv. Agency, 43 Tremont St., Boston, Mass.

O'Malley Adv. & Selling Co., 184 Summer St., Boston, Mass. O'Shaughnessy Adv. Co. (Inc.), Westminster Bldg., Chicago, Ill. Oman & Smith (Inc.), Bulletin Bldg., Philadelphia, Pa. Palmer Adv. Service, Butte, Mont. Pearsall, W., Montague, 203 Broadway, N. Y. City. Philadelphia News Bureau, 432 Sansom St., Philadelphia, Pa. Plattner, M., 43 Nassau St., N. Y. City. Pomeroy Advertising, Brunswick Bldg., N. Y. City. Potts-Turnbull Adv. Co. (Inc.), Gloyd Bldg., Kansas City, Mo. Powers, John O., Co. (Inc.), 11 W. 25th St., N. Y. City. Powning, Geo. G., & Son, New Haven, Conn. Presbrey, Frank, Co. (Inc.), 450 Fourth Ave., N. Y. City. Procter & Collier Co. (Inc.), Commercial Tribune Bldg., Cincinnati, O.; 16 E. 33d St., N. Y. City. R Reardon Adv. Co. (Inc.), R. Quincy Bldg., Denver, Colo. Remington, E. P., Agency, 1280 Main St., Buffalo, N. Y. Richards, Jos. A., & Staff (Inc.), Tribune Bldg., N. Y. City. Roberts & MacAvinche, 30 No. Dearborn St., Chicago, Ill. Rose-Stern Co., 39 W. 32d St., N. Y. City. Rowland Adv. Agency (Inc.), 1790 Broadway, N. Y. City. Rowlett, F., Albany; 26-28 Adelaide St., West, Toronto, Can. Rutland, O. W., 90 Bible House, N. Y. City. Ruthrauff & Ryan, 450 Fourth Ave., N. Y. City. S St. Clair, Wm. G., Co., Witherspoon Bldg., Philadelphia, Pa. St. Paul Adv. Co., St. Paul, Minn. Sandlass, L. A., 7 Clay St., Baltimore, Md. Savage, Geo. M., Adv. Agency, Newberry Bldg., Detroit, Mich. Scheck, Adv. Agency, 9 Clinton St., Newark, N. J. Seaman, Frank (Inc.), 116 W. 32d St., N. Y. City. Seeds, Russel M., Co. (Inc.), Central Union Telephone Bldg., Indianapolis, Ind. Shafer, J. Albert, Star Bldg., Washington, D. C. Sharpe, W. W., & Co. (Inc.), 99 Nassau St., N. Y. City. Shaughnessy, M. J., & Co., Temple Court, N. Y. City. Sherrill Adv. Co., Transportation Bldg., Chicago, Ill. Sherman & Bryan (Inc.), 79 Fifth Ave., N. Y. City. Sherwood, B. R., 367 Fulton St., Brooklyn, N. Y. Shumway, F. P., Co. (Inc.), 373 Washington St., Boston, Mass. Siegfried Co. (Inc.), 50 Church St., N. Y. City. Simpson, Showalter & Barker (Inc.), Vandergrift Bldg., Pittsburgh, Pa. Simpson, W. F., Adv. Agency (Inc.), 38 Park Row, N. Y. City. Singleton, J. F., Co., Citizens Bldg., Cleveland, O. Smith, C. Brewer, Adv. Agency, 85 Devonshire St., Boston, Mass. Smith, E., Everett, Adv. Agency, Mutual Life Bldg., Philadelphia, Pa. Snitzler Adv. Co. (Inc.), Hearst Bldg., Chicago, Ill. Sommer, Fred. N., 810 Broad St., Newark, N. J. Spafford Adv. Agency, John Hancock Bldg., Boston, Mass. Sparrow Adv. Agency, American Trust Bldg., Birmingham, Ala. Stack Adv. Agency (Inc.), Heyworth Bldg., Chicago, Ill. Standish, G. S., Adv. Agency, Lapham Bldg., Providence, R. I. Sternberg, H., Sumner, Co., 381 Fourth Ave., N. Y. City. Stevens, Hermon W., Agency, Globe Bldg., Boston, Mass. Stewart-Davis Adv. Agency, Kesner Bldg., Chicago, Ill. Stewart, H. D., Co. (Inc. (Stewart Agency)), 119 W. Madison St., Chicago, Ill. Stiles, William A., 123 W. Madison St., Chicago, Ill. Storm, J. P., Marbridge Bldg., N. Y. City. Strang & Prosser Adv. Agency, Alaska Bldg., Seattle, Wash. Street & Finney (Inc.), 45 W. 34th St., N. Y. City. T Taylor-Critchfield Co. (Inc.), Brooks Bldg., Chicago, Ill.; Fuller Bldg., N. Y. City. Thiele, E. J., & Co., 10 So. La Salle St., Chicago, Ill. Thomas Adv. Service (Inc.), Florida Life Bldg., Jacksonville, Fla. Thompson-Carrroll-Tripp Co. (Inc.), Leader-News Bldg., Cleveland, Ohio. Thompson, J., Walter Co. (Inc.), 44 E. 23d St., N. Y. City; Lytton Bldg., Chicago, Ill.; 201 Devonshire St., Boston, Mass. Tobias Bros., 258 Broadway, N. Y. City. Touzalin, Chas. H., Agency (Inc.), Kesner Bldg., Chicago, Ill. Tracy-Parry Co. (Inc.), Lafayette Bldg., Philadelphia, Pa. Trades Adv. Agency (Inc.), 1182 Broadway, N. Y. City. Tricker, Joseph, Co., Provident Bank Bldg., Cincinnati, O. U Urmy, Louis V., 41 Park Row, N. Y. City. V Van Cleave Co. (Inc.), 1790 Broadway, N. Y. City. Van Haagen Adv. Agency, 1420 Chestnut St., Philadelphia, Pa. Volkmann, M., Adv. Agency, 5 Beekman St., N. Y. City. Vreeland, E. E. (Inc.), 350 West 38th St., N. Y. City. (Continued on page 1121.)

ALONG THE ROW.

SANCTUM SECRETS.

The editor of The Bazon This motto kept in constant view, 'Twas printed, 'neath the paper's head, And by subscribers daily read: "Here Shall the Press the People's Rights Maintain Unswayed by Influence, Unbribed by Gain." But then, Alas, he often had In payment for a half-page ad To take two gross of Dopenman's Pills And peddle them to meet his bills.

AT FIRST GLANCE.

In Chicago, Editor Przydrawa, of Zjoda, has sued the Dziennik, a rival sheet for libel. When we first glanced at this item we thought that it was the announcement of a new revolution in Poland, and had begun to feel pangs of sorrow for unfortunate proof readers.

ON THE JOB.

This is the season when the Summer Resort Editor gets busy. He looks over the proofs or the ads of "Meadow View Inn," "The Rose Valley House" and several hundred other resorts, and then he gets to work on his write-ups. He eliminates mosquitos from ponds and lakes, sends breezes blowing at places where it is 99 in the shade, makes remote towns within easy touch of the city, fills canned goods larders with the delicacies of the season, turns rube cooks into chefs, transforms leaky barns into garages, lays the dust of country roads, and manufactures forests out of a few worm-eaten trees. He's a pretty good word painter, is the Summer Resort Editor and Ananias, if alive, would have nothing on him.

JUST EATS.

They do not tango where men eat who work along the Row. There is no Dago orchestra, No singers, and no show. There are no palms or banquet lamps, No hat checks, and no wine. But say—the sinkers can't be beat, And my—the beans are fine! They do not bring a chorus girl With light and fluffy hair To Dolan's or to Hitchcock's shack The menu card to share. Oh no—the men along the Row Must work both day and night, All that they bring is twenty cents Along with appetite.

HEARD IN FRANKFORT STREET.

"Hello Patsy, I hear you got a job?" "Sure." "Where are yer?" "In the mailing room of the World." "Do you like it?" "Sure—I'm going to stick."

FROM THE FRONT.

Vera Cruz.—Up to date none of the war correspondents have been shot. All the saloons are closed by order of Gen. Funston.

MAKE-UP MEN.

A. B. C. mediators at Niagara Falls.

FALL IN MEN.

Publishers arouse, awaken! And to give a page decline To the baseball club whose adlet Makes a single agate line.

SOME STAY HOME.

News Editor McCurdy, of the Halifax (N. S.) Herald and Evening Mail, refused to tell the Legislature where he obtained a certain piece of news and was sent to jail for two days. All the heroes do not go to war and get malaria.

PRESS AGENTS.

Salesmen for R. Hoe & Co.

FROM THE SKINNERSVILLE SIGNAL.

We do not care to worry subscribers, but we need a dollar straw hat, and an \$8 serge suit. Now is the time to liquidate. Tom W. JACKSON.

NORTHWESTERN NEWS NOTES.

Wenatchee Daily Republic Suspends After Three Years of Life.

(Special Correspondence.) SPOKANE, WASH., June 15.—The Daily Chronicle was continued as the official paper of the City of Spokane by vote of the council, which awarded the evening paper the annual contract for the printing of city notices. With the exception of one year the Chronicle has been the official paper of Spokane during the last ten years.

After an effort of three and one-half years to break into the field the Wenatchee Daily Republic has suspended publication. This closes one of the most interesting newspaper wars ever waged in the State. The Daily Republic was launched for publication at the same hour in the afternoon as the Daily World of that city. Though between \$35,000 and \$40,000 has been expended, it has been unable to outdistance its competitor in the field. W. T. Clark, the leading stockholder in the paper, is said to have sunk \$33,000 in the enterprise.

One of the largest gatherings of Spokane business men this year turned out to greet Dr. Henry Wallace, the 78-year-old editor of Wallace's Farmer, of Des Moines, Ia., at the Chamber of Commerce last week. Dr. Wallace gave a characteristic address on country life and better farming.

Advices received from Billings, Mont., state that J. M. Kennedy, State Commissioner of Agriculture and Publicity for Montana, and T. M. Swindlehurst, of Livingston, Mont., have taken over the Evening Journal at Billings, which they will conduct as a Democratic paper. Heretofore the Journal has been a Republican paper, the stock of which was recently purchased by J. E. Edwards of Forsythe and C. M. Blair and associates of Billings.

A. C. Schrader, editor of the Sprague Advocate, has taken his family to central Illinois for a three months' visit with relatives and friends. During Mr. Schrader's absence the Advocate is being conducted by Willis Swank and his son, Floyd Swank.

T. E. Busey, editor of the Conrad (Mont.) Independent, has been appointed postmaster of Conrad, a town of 1,000 population situated in Teton County, northern Montana.

Sanborn & Roberts have leased the Pasco Express from W. C. Salles, the editor and publisher.

ONE ON BOZE BULGER.

How the Evening World Staff Imposed on His Generosity and Won Smokes.

The office of the Evening World was filled with tobacco smoke of excellent quality on the afternoon of Saturday, June 13, at the expense of Bozeman Bulger, the baseball writer and dramatist. Mr. Bulger is one of the few newspaper workers who handles his financial affairs with order and caution. Recently he accumulated an automobile and aroused thereby unworthy envy in the hearts of his office associates.

When City Editor Charles E. Chapin sailed for Panama on his vacation recently Richard Freyer, secretary to Managing Editor J. H. Tennant, waited on Mr. Bulger and asked if he cared to join in a \$2 subscription to pay for a floral tribute sent to the steamer. Mr. Bulger said he did not think Mr. Chapin had wanted any flowers and the whole business was a useless sentimental extravagance. Moreover he had not a dollar about him in change at the moment. But Saturday being pay day he hunted up Mr. Freyer and handed him the money. Hence the general distribution of cigars.

Persons who desire to retain Mr. Bulger's friendship do not refer to this incident in his hearing.

The Detroit Times recently issued a four page sheet containing specimens of the kinds of advertising that it admits to its columns, for circulation among general advertisers.

ON-TO-TORONTO NOTES.

An On-to-Toronto edition of the Shreveport (La.) Journal, published May 25, netted the local Ad Club \$2,000. The money is to be devoted to paying the expenses of the delegates to the A. A. C. A. convention.

The Cincinnati Advertisers' Club intends to put up a strong fight for the 1916 convention. It will distribute a large amount of printed matter in Toronto, and each delegate will carry a white umbrella inscribed "Cincinnati in 1916." Cincinnati pennants to the number of 5,000 will be distributed.

Members of the Association of New York Advertising Agents are to take a prominent part in the program of the convention at Toronto. William H. Johns, of the George Batten Co., is chairman of the agency division.

Among other prominent members who will be active at the convention are O. H. Blackman, of Blackman-Ross Co., and M. P. Gould, of M. P. Gould Co., the latter chairman of the executive committee of the Association of New York Advertising Agents.

Two cars have been set aside on the special convention train, leaving New York over the New York Central Railroad at 5:30 this afternoon, for the members who will be quartered at the King Edward Hotel.

Among those who have engaged hotel and transportation reservations in this party are: Collin Armstrong and guest and L. L. Robbins, Collin Armstrong, Inc.; William H. Johns and F. H. Little, George Batten Co.; Converse D. Marsh and C. H. Norwood, Bates Advertising Co.; O. H. Blackman and F. J. Hermes, Blackman-Ross Co.; P. B. Bromfield and guest and Russell A. Field, Bromfield & Field, Inc.; A. R. Griswold and G. A. Burd, The Erickson Co.; M. P. Gould, M. P. Gould Co.; Mrs. M. P. Gould; Sidney J. Brown, E. T. Howard Co.; Mrs. Sidney J. Brown; Charles W. Hoyt and guest; E. K. Gordon, H. E. Lesan Co.; H. K. McCann and E. W. Mann, H. K. McCann Co.; William T. Mullally, Maclay & Mullally; F. Huber Hoge, Frank Seaman, Inc.

ANSWERS TO CORRESPONDENTS

Can you tell us where we can find a book on "How to Publish a Magazine" telling how to proceed in getting advertisements, articles, systems for keeping subscriptions, records, etc. J. A. C.

So far as we have been able to learn no book on this subject has ever been printed.

When was the Associated Advertising Clubs of America organized and in what cities have the annual conventions been held? E. D. WEAVER.

The association was organized in Chicago in 1905. Annual conventions have been held as follows: 1906, St. Louis; 1907, Cincinnati; 1908, Kansas City; 1909, Louisville; 1910, Omaha; 1911, Boston; 1912, Dallas; 1913, Baltimore. This year's convention will be held at Toronto, Canada, next week.

R. Hoe & Co.'s New Chicago Office.

R. Hoe & Co. announce the removal of their Chicago office and the opening of offices and show rooms on the ground floor of the new Rand-McNally Building, at 544 South Clark street. In conjunction with the new show rooms they have a well equipped machine shop in charge of specialists, who are expert in the emergency repairing of printing and plate making machinery.

HORACE J. HILL, 41 years old, founder of the Trucker and Farmer, an agricultural paper, died recently in New Orleans. During his entire life he was identified with journalism, and for several years was connected with the staffs of the New York Herald and was assistant managing editor of the Evening Telegram for fourteen years.

The Paducah (Ky.) Evening Sun and the Rome (Ga.) Tribune-Herald have been elected to associate membership in the American Newspaper Publishers Association.

CONVENTION BOOSTING

(Continued from page 1116.)

approximately 400,000 and the combined Canadian circulation of the advertising will be well over the million mark. Mr. Rowe furnished the papers with many reading articles and items. In addition articles were supplied by him to leading periodicals of the United States, to various newspapers in this country which were issuing special Toronto editions, to practically every advertising trade periodical in Europe, many photographs being sent with the articles in each case.

Besides all this, Mr. Rowe advertised Toronto regularly for a year in *Associated Advertising*, using single and double page spreads. He likewise issued three editions of the publication entitled "On-to-Toronto" to every member of the Associated Advertising Clubs, and to the members of the affiliated advertising clubs as well. Mr. Rowe's committee induced the Toronto Board of Trade to issue a special book on Toronto for distribution at the convention. He secured from the Toronto newspapers the use of the entire upper floor of the press building at the convention grounds which will afford ample accommodations for newspaper and other correspondents. Typewriters and all other necessary equipment will be supplied.

Co-operating in an admirable manner were the foreign representatives of the Associated Clubs, J. Murray Allison of London, in charge of the English division; G. Gude of Paris, heading the French section; Christian Adt. Kupferberg of Mainz, director of the German committee, and J. Wright Sutcliffe of Johannesburg, Transvaal, who looked after things in South Africa. The news of the convention has become truly international this year for the first time.

In short, members of the General Publicity Committee for the Tenth Annual Convention attained undreamed of results. They set a new record for themselves and incidentally flashed "Truth in Advertising" around the world as it has never been before.

Will Teach Journalism in Texas.

Vaughn Bryant and B. O. Brown, graduates of the School of Journalism of the University of Missouri, have been chosen as assistant professors in the new school of journalism to be established at the University of Texas this fall. Mr. Bryant was graduated from the University of Missouri in 1912, and since that time has been in the literary department of the Kansas City Star. Mr. Brown was also graduated in 1912, and since that time has been editor of Plainview (Tex.) Herald.

RECOGNIZED AGENTS

(Continued from page 1120.)

- Wade, Adv. Agency, Old Colony Bldg., Chicago, Ill.
- Wales Adv. Co., 125 E. 23d St., N. Y. City.
- Walker Adv. Agency, 165 Kearny St., San Francisco, Cal.
- Walker, Dudley & Co., Peoples Gas Bldg., Chicago, Ill.
- Walker-Longfellow Co. (Inc.), 565 Boylston St., Boston, Mass.
- Walton Adv. & Ptg. Co., 15 Exchange St., Boston, Mass.
- Wetherald, Jas. T., 221 Columbus Ave., Boston, Mass.
- Williams, Fred. C., 108 Fulton St., N. Y. City.
- Williams & Cunyngnam (Inc.), 59 E. Madison St., Chicago, Ill.
- Wilson, O. C. Adv. Co. (Inc.), Hearst Bldg., Chicago, Ill.
- Wineburgh, M. & Co., 576 Fifth Ave., N. Y. City.
- Wolf-Houston Co., Gibbs Bldg., San Antonio, Texas.
- Wood, Putnam & Co. (Inc.), 111 Devonshire St., Boston, Mass.
- Wrigley Adv. Agency, 35 South Dearborn St., Chicago, Ill.
- Wyckoff Adv. Co. (Inc.), New Marine Bank, Buffalo, N. Y.; 25 E. 26th St., N. Y. City.

The New York Tribune has just completed a very successful Ben Franklin Quiz, conducted by the United States Circulation Company. Nation wide interest was taken in the Quiz. Answers were received from readers in every State of the Union. As soon as the result is known, announcement will be made of the winners, among whom \$7,100.00 will be distributed.

TIPS FOR THE AD MANAGER.

J. Walter Thompson Company, 44 East 23d street, New York City, is placing 312 inch contracts with a few Western papers for Frank P. Lewis Cigar Company, "Lewis Single Binder Cigar," Peoria, Ill.

Charles J. Johnson, 52 Broadway, New York City, is issuing orders to New England papers for H. Clay Glover, 118 West 31st street, New York City.

The Chambers Agency, Hibernia Bank Building, New Orleans, La., is asking for rates on 7,000 lines in Texas papers.

Ewing & Giles, Fuller Building, New York City, are handling the advertising account of S. M. Jackson-Jacobs, "Galba Tobacco Cigarettes," 31 Union Square, New York City.

R. Guenther, 115 Broadway, New York City, is sending out eighteen line fifty-two time orders to a few New York state papers for Curtis & Sanger, Brokers, 49 Wall street, New York City.

Van Cleve Company, 1790 Broadway, New York City, is forwarding copy on contracts to some Eastern papers for the Rock Island Railroad Lines, New York City.

Albert Frank & Company, 26 Beaver street, New York City, are handling the advertising for the New England Steamship Company, Pier 14, North River, New York City.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are placing forty inch two time and forty inch five time orders on contracts for R. J. Reynolds Tobacco Company, "George Washington Tobacco," Winston-Salem, N. C.

Frank Seaman, 116 West 32nd street, New York City, is forwarding orders to a selected list of papers in new sections of the country for Bauer Chemical Company, "Sanatogen," 30 Irving place, New York City.

It is reported that Mahin Advertising Company, 104 West Michigan street, Chicago, Ill., is now in charge of the advertising account of H. O. Wilbur & Sons, "Wilbur's Cocoa," 235 North 3rd street, Philadelphia, Pa.

Taylor-Critchfield Company, Brooks Building, Chicago, Ill., is using Newark, N. J., papers for the present for the advertising of the Wisconsin Condensed Milk Company, "Lion Brand Condensed Milk," 91 Hudson street, New York City. Other cities will be selected later.

Nichols-Finn Advertising Company, 222 South State street, Chicago, Ill., is forwarding orders to some large city papers for the Thanhauser Film Corporation, "The Million Dollar Mystery," Chicago, Ill.

George Batten Company, Fourth Avenue Building, New York City, is sending out fourteen line four time orders to farm papers for A. I. Root Company, Bee Supplies, 139 Franklin street, New York City.

New Orleans States

Sworn Net Paid Circulation for 6 Months Ending April 1, 1914

28,427 DAILY

Per P. O. Statement

Carrier circulation averages over 10,000 per issue. We guarantee the largest carrier and the largest white home circulation in New Orleans. It is less expensive and easier to create a new market in a limited territory by using concentrated circulation. The States fills that position in New Orleans.

The S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives
New York Chicago St. Louis

Frank Presbrey Company, 456 Fourth avenue, New York City, is issuing 300 line one time orders on contracts for the Southern Railway Company, "Military Camps," Washington, D. C.

Frank Seaman, 116 West 32nd street, New York City, is handling the advertising account of the Drevet Manufacturing Company, "Glycozone," 545 West 20th street, New York City.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are placing ninety-eight line five time orders with Western papers for Racine College, Racine, Wis.

Debevoise Foster Company, 15 West 38th street, New York City, is issuing orders to a selected list of papers for the Bermuda Government Combination.

NOTES FROM THE AD FIELD.

The Marshall (Mich.) Evening Chronicle is now represented in the foreign field by the G. Logan Payne Co.

The Centaur Company, manufacturers of Castoria, will close their office in New York at 4 p. m. daily and all day on Saturday until September 2.

NEW AD INCORPORATIONS.

NEW YORK, N. Y.—Burdick-Simpson Company; general advertising and publishing; capital stock, \$100,000; incorporated by H. C. Burdick and others.

FABIUS, N. Y.—H. S. Thompson Advertising Service; capital, \$25,000; incorporators, R. B. Smith, E. L. Vezina and H. S. Thompson.

NEW YORK, N. Y.—Hoyt's Service; general advertising; capital, \$170,000; incorporated by J. J. Hoyden, E. R. Lyon and A. H. Gleason.

Subsidiary Divisions for Pilgrims.

Plans for subsidiary organizations have been formulated by President O'Keefe of the Pilgrim Publicity Association, Boston. These smaller organizations will consist of advertising agents, printers, financial advisers, newspaper managers, magazine representatives, and several other departments. The object of these organizations is to bring those in the same work closer together, so they may talk over their everyday problems. The proposition is being taken hold of with great interest and the Pilgrim Publicity Association has offered its new association rooms for the use of any of these subsidiary organizations.

Progress of Indianapolis Sun.

The Indianapolis Sun, under the management of George H. Larke, has been making substantial progress during the last few months. The advertising earnings for May exceeded those of December by 78 per cent. Last year the Sun suffered heavily in its advertising receipts because it insisted on printing the news and telling the people the truth about utility corporation grabs. Immediately following the boycott inaugurated by the utility corporations business began to pick up and the receipts for the first five months of 1914 were 36 per cent larger than for the last five months of last year, and 25 per cent larger than for the same five months of 1913, before the Sun had been disciplined. The business has been conducted at less than 75 per cent of the cost under former ownership, although approximately 80 per cent more circulation has been carried.

Missourian's Special Number.

The University Missourian, published by the students of the School of Journalism of the University of Missouri, at Columbia, issued a special souvenir edition on the occasion of the celebration of the seventy-fifth anniversary of the founding of the institution. The text, which was illustrated by portraits and views of buildings, tell the story of the history of the university in a clear and entertaining manner. An account of the fire which destroyed the main building in 1892 is especially interesting.

ROLL OF HONOR

Publications examined by the Association of American Advertisers, of which a COMPLETE EXAMINATION of the various records of circulation was made and the ACTUAL CIRCULATION ascertained, with later figures in some instances furnished by the publisher.

ARIZONA. GAZETTE—Av. Gross Cir. Mar., 1914, 7001, Phoenix.	NEW JERSEY. PRESSAsbury Park JOURNALElizabeth COURIER-NEWSPlainfield
CALIFORNIA. THE NEWS.....Santa Barbara BULLETINSan Francisco	NEW YORK. BUFFALO EVENING NEWS.....Buffalo BOLLETTINO DELLA SERA,New York EVENING MAIL.....New York
GEORGIA. ATLANTA JOURNAL (Cir. 57,531)Atlanta CHRONICLEAugusta LEDGERColumbus	OHIO. PLAIN DEALER.....Cleveland Circulation for May, 1914, Daily125,439 Sunday155,257 VINDICATORYoungstown
ILLINOIS. POLISH DAILY ZGODA.....Chicago SKANDINAVENChicago HERALDJoliet HERALD-TRANSCRIPTPeoria JOURNALPeoria STAR (Circulation 21,589)Peoria	PENNSYLVANIA. TIMESChester DAILY DEMOCRAT.....Johnstown DISPATCHPittsburgh PRESSPittsburgh GERMAN GAZETTE.....Philadelphia TIMES-LEADERWilkes-Barre GAZETTEYork
INDIANA. THE AVE MARIA.....Notre Dame	SOUTH CAROLINA. DAILY MAIL.....Anderson THE STATE.....Columbia (Sworn Cir. Mch, 1914, D. 22,850; S. 23,444)
IOWA. REGISTER & LEADER...Des Moines THE TIMES-JOURNAL....Dubuque	TENNESSEE. NEWS-SCIMITARMemphis BANNERNashville
KANSAS. CAPITALTopeka	TEXAS. STAR-TELEGRAMFort Worth Sworn circulation over 30,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.
KENTUCKY. COURIER-JOURNALLouisville TIMESLouisville	WASHINGTON. POST-INTELLIGENCERSeattle
LOUISIANA. DAILY STATES.....New Orleans ITEMNew Orleans TIMES-DEMOCRAT ...New Orleans	CANADA. BRITISH COLUMBIA. WORLDVancouver
MARYLAND. THE SUNBaltimore has a combined net paid circulation of 127,000 copies daily, 80,000 of which are served in Baltimore homes.	ONTARIO. FREE PRESS.....London
MICHIGAN. PATRIOT (No Monday Issue) Jackson Average 1st qu. 1914: Daily 10,983; Sunday 12,354. Member "American Newspaper Pub. Ass'n." "Gilt Edge Newspapers," and Am. Audit Ass'n.	QUEBEC. LA PATRIE.....Montreal LA PRESSE.....Montreal Ave. Cir. for 1913, 127,722
MINNESOTA. TRIBUNE, Mon. & Eve. ...Minneapolis	
MISSOURI. POST-DISPATCHSt. Louis	
MONTANA. MINERButte	
NEBRASKA. FREIE PRESSE (Cir. 128,384) .Lincoln	

Wrigley Trade Mark Worth \$7,000,000.

The trade name of Wrigley's "Spearmint" chewing gum is valued at \$7,000,000 in a suit filed in the United States District Court at Cincinnati recently in behalf of the William Wrigley, Jr., Company of West Virginia against

the Helmet Company of Cincinnati. The suit charges unfair competition and alleges that the damage suffered by the alleged imitation of the Wrigley package wrapper amounts to more than \$50,000. The complaint is for an injunction against the Helmet Company.

AD FIELD PERSONALS.

Joseph S. Edelman, advertising director for Joseph P. Day, the real estate auctioneer and broker, will direct the advertising for the Smith-Gray chain of clothing stores during the coming year.

A. R. Keator, of the Hartford Building, Chicago, has become the western representative of the George B. David Co., of 171 Madison avenue, New York.

H. S. Friedenwald, of the Heilprin Manufacturing Company, Philadelphia, makers of the New Columbian Air Rifle, which is being used as a premium by many newspapers was in New York this week.

J. A. Stuart, formerly advertising manager of the J. L. Hudson Co., Detroit, and for the past nine years manager of the Morse Advertising Agency, has acquired an interest in R. A. Carmichael & Co., manufacturers of toilet goods and family remedies. He has been elected secretary and will be ad manager.

George W. Pratt has been appointed secretary of the Omaha Ad Club. He goes to Toronto as delegate at large.

W. A. McDermid has resigned as sales manager and secretary of the Falcon Cyclecar Company, Staunton, Va., and will on July 1 join the advertising department of the Gerhard Mennen Chemical Co., Newark, N. J.

Lincoln D. Cleaves, formerly president of the Syracuse Ad Club, has resigned as division advertising manager of the New York Telephone Company, to direct the advertising and business promotion of the Astor Trust Company, New York.

E. R. Conrad, Jr., has been appointed advertising manager of the W. H. McIntyre Company, Auburn, Ind., manufacturers of Imp. Cyclecar.

Coast Ad Men at Vancouver.

The Pacific Coast Ad Men's Association held its convention at Vancouver, B. C., this week. More than 200 delegates were presented from Seattle, Spokane, Portland, San Francisco, Los Angeles, San Diego, Sacramento and other Coast centers. An address of welcome was delivered by Mayor Baxter, and the key of the city presented to Albert G. Clark, president of the association, by Capt. Vancouver. Papers were read by G. A. Benedict of Portland, E. R. Anderson, Spokane; Dr. Walter Bixby, Long Beach, Cal.

Westchester Budget Launched.

The Westchester County Budget, the new weekly published at Yonkers, made its first appearance June 13. It is an eight-page, seven-column paper, well-illustrated and printed on a good grade of news print. The slogan of the new enterprise is "Truth Without Fear or Favor." The news fully covers the field and the advertising is of a representative character. Woman suffrage is treated pro and con. Ralph K. Ginnzburg is editor, and R. W. Leeman, business manager of the new enterprise.

Clay Center Newspapers Merged.

J. M. Best has purchased a controlling interest in the two daily papers of Clay Center, Kan., the Dispatch and the Democrat, and will merge them into one paper, to be known as the Dispatch. It will be independent in politics. A weekly edition to be published will be Democratic in policy.

The Missoula (Mont.) Missoulian and the Phoenix (Ariz.) Republican have been admitted to Associate membership in the American Newspaper Publishers' Association.

ENGLISH AD CLUBS ORGANIZE.

New Association Has Three Thousand Members and Sir William Lever Is President.

O. J. Gude, who went abroad last winter as a representative of the Associated Advertising Clubs of America to invite delegates to the Toronto convention, on June 11 received the following cablegram from Charles F. Higham of London.

"British Advertising Association formed yesterday. Sir William Lever is president and myself deputy president. John Hart is secretary and Mr. Burton is treasurer. We have 3,000 members and twenty-two cities are represented. Spread the good news."

Mr. Gude cabled in reply his heartiest congratulations together with those of the Associated Advertising Clubs of America.

N. Y. AD WOMEN CLOSE SEASON.

Mrs. Mead Wins Trade Mark Contest at Staten Island Picnic.

The League of Advertising Women closed their season with a twilight picnic dinner at Lazarri's, Rosebank, S. I. The attendance was double that of last year, showing marked progress.

It was purely a social affair and they gave their guests a surprise in the way of an ad-guessing contest. This was in the shape of a large sheet on which were trademarks, slogans, illustrations, etc., taken from newspapers and magazines. It afforded a very novel and appropriate mode of entertainment. The winner was Mrs. Walter E. Mead and the prize consisted of a very handsome edition of "In Thackeray's London," by F. Hopkinson Smith.

The League is laying plans for some very interesting and instructive meetings next season, starting in September. All women in the advertising field not now members would do well to get in touch with this organization. Miss J. J. Martin, assistant advertising manager of the Sperry & Hutchinson Co., is secretary of the League.

Seested and Detroit Saturday Night.

Charles Seested, the special representative who has just opened an office at 41 Park Row, New York, will represent the Detroit Saturday Night in the Eastern Field instead of the Detroit Free Press as was announced in these columns last week. Verree & Conklin have looked after the interests of the latter newspaper in this territory in a most efficient manner for several years.

Mr. Siegfried Recovers His Health.

Frederick Siegfried, president of the Siegfried Co., Inc., which was recently incorporated under New York laws, expects to return to the full charge of the agency's affairs this fall. Ill health forced him to give up business three years ago. During his long fight to recover his strength he lost fifty pounds in weight but some of it he is now getting back. His friends in the ad field will be glad to hear that he will soon be back at Park Row again.

Dreier Pastor of Unique Church.

The Sunday Magazine for June 7 contains an appreciative article on Thomas Dreier, editor of Associated Advertising, by Bruce Barton. The writer says that Dreier is pastor of the Correspondence Church, which has a membership that is limited to fifty and has a long waiting list. There are no officers, no collections, no rituals and no sacraments. The members include bankers, mill owners, advertising men, lawyers and plain business men. To each one he sends a little weekly sermon which he takes out of the Bible and good books and his own brain. The only obligation is that the recipient must at once send back to the pastor of the flock a little sermon of his own.

Directory of Advertisers Aids.

Publishers' Representatives

ALLEN & WARD
Brunswick Bldg., New York
Advertising Bldg., Chicago

ANDERSON, C. J., SPECIAL AGENCY
Marquette Bldg., Chicago, Ill.
Tel. Cent. 1112

JOHN M. BRANHAM CO.
Brunswick Bldg., N. Y., Mallers Bldg., Chic.; Chemical Bldg., St. Louis.

BROOKE, WALLACE G. & SON,
225 Fifth Ave., New York City.
Tel. 4955 Madison Sq.

BUDD, THE JOHN COMPANY
Brunswick Bldg., N. Y.; Tribune Bldg., Chic.; Chemical Bldg., St. Louis.

CARPENTER-SCHEERER-SULLIVAN SP. AGENCY
Fifth Ave. Bldg., New York.
People's Gas Bldg., Chicago

CONE, LORENZEN & WOOD-MAN
Brunswick Bldg., N. Y.; Advtg. Bldg., Chic.; Gumbel Bldg., Kansas City.

DE CLERQUE, HENRY,
Chicago Office, 5 S. Wabash Ave.
New York Office, 1 W. 34th St.

HENKEL, F. W.
People's Gas Bldg., Chicago
Metropolitan Bldg., New Yo k.

KEATOR, A. R.
601 Hartford Bldg., Chicago, Ill.
Tel. Randolph 6065.

NORTHRUP, FRANK R.
225 Fifth Ave., New York
Tel. Madison Sq. 2042.

O'FLAHERTY'S N. Y. SUBURB. LIST
150 Nassau Street, New York
Tel. Beekman 3636

PAYNE, G. LOGAN, CO.
747-8 Marquette Bldg., Chicago; 200 Fifth Ave., New York; 40 Bromfield St., Boston.

VERREE & CONKLIN, Inc.
225 Fifth Avenue, New York
Tel. Madison Sq. 962

Advertising Agents

AMERICAN SPORTS PUB. CO.
21 Warren St., New York
Tel. Barclay 7095

ARMSTRONG, COLLIN ADV. CO.
115 Broadway, New York
Tel. 4280 Rector

BRICKA, GEORGE W., Adv. Agent
114-116 East 28th St., New York
Tel. 9101-9102 Mad. Sq.

FRANK, ALBERT & CO.
26-28 Beaver St., New York
Tel. Broad 3831

HOWLAND, H. S. ADV. AGCY., Inc.
20 Broad St., New York
Tel. Rector 2573

GJENTHER-BRADFORD & CO.,
Chicago, Ill.

THE BEERS ADV. AGENCY
Lat. Am. Off., 37 Cuba St.,
Havana, Cuba
N. Y. Office, 1111 Flatiron Bldg.

THE EXPORT ADV. AGENCY
Specialists on Expo.; Advertising
Chicago, Ill.

Toledo Blade's Chef Week.

"Chef Week" in Toledo was from Monday, June 15, to June 20. Two hundred grocers co-operated with window displays of "Chef" Pure Food Products produced by Berdan & Co. of Toledo. The Toledo Blade, which secured this dealer co-operation, carried 400 inches of advertising featuring the "Chef Week" idea—this copy being prepared by the Blade's Make-It-Pay-You Department to fit the peculiar conditions surrounding distribution of the product in the local field. This is only one of the Toledo Blade's many services for local and foreign advertisers. Information about "Chef Week" and the Blade's methods of co-operation will gladly be given by Clarence R. Lindner, promotion manager of the Blade.

Who's Who in America Appears.

"Who's Who in America," 1914-15, reaches our desk as the last word in a biographical dictionary of notable men and women in the United States. The volume is published by A. N. Marquis & Co., Chicago, and is edited by Mr. Marquis. It contains almost 3,000 pages with exactly 21,459 sketches of well-known Americans. The biographies are brief and crisp, yet give just that information which every intelligent person wants to know about those who have achieved distinction in this country. It should be an indispensable companion on every newspaper man's desk.

Proud of Its Circulation.

The Springfield (Mass.) Union has issued a neat booklet showing "Where Every Copy of The Union Goes." The 32 pages contain such a detailed analysis of the Union's circulation that nothing is left to the imagination. The name, address and number of papers sold or distributed by newsdealers, independent carriers and office carriers are given for the city wards. Sales outside of Springfield and also every mail copy are reported. The booklet gives interesting facts about the prosperity of Springfield, to show advertisers that the Union circulates among good buyers.

The Miller Saw-Trimmer Company, of Pittsburgh, has opened an office in the World Building, New York. Will E. Forsyth, the Eastern sales manager, will have charge.

New Editors of Wisconsin Cardinal.

New editorial, news and business staffs of the Daily Cardinal, the eight-page morning paper, edited and published by the students of the University of Wisconsin, have just been elected for the next year as a result of competition throughout the year just closed. Harold L. Merkel, Milwaukee, has been re-elected editor in chief, and Russel M. Nowels, Columbia City, Ind., has been chosen associate editor. The new managing editor is Harold Jenness, Nampa, Idaho. The woman's page in the Daily Cardinal, which is the only one of its kind in any college paper in the country, will be edited by Mary H. Young, Alpena, Mich., with Ruth B. Glassom, Scofield, Wis., as associate editor.

An Ultra-Modern Department

PROMPTNESS in the publication of news is the prime essential of newspaper success. Economy of production and excellence of typography also are requisites. When the three meet in a mechanical process it is efficient and therefore modern; when they do not meet it is deficient and not suited to the needs of the times.

Until Henry A. Wise Wood took hold of the stereotyping department it was steeped in the gloom of the mechanical dark ages. Now it surpasses all other departments in the three factors that make for efficiency; it is far ahead of them in ultra-modern engineering development. The Autoplate is the last word, scientifically speaking. Not only did Mr. Wood create it, but he has refined and simplified it until it can earn its way in the smallest office; until it can be procured, in fact, on a profit sharing basis---for but \$2.35 a day; for the same or less than the wage of an apprentice.

That publishers everywhere have rushed to obtain the first of these machines is evidence of the pressing need for them, and the Semi-Autoplate may now be found almost anywhere. In view of its great saving of everything that you wish to save in producing a newspaper, we strongly urge you to install one of these little wonder workers. You will find it to be the best influence making for speed, for money-saving, for convenience, and for typographical excellence at work in any establishment.

Its immediate investigation will repay you handsomely.

AUTOPLATE COMPANY OF AMERICA

HENRY A. WISE WOOD, President

BENJAMIN WOOD, Treas. & Gen. Mgr.

25 MADISON AVENUE

NEW YORK

